43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

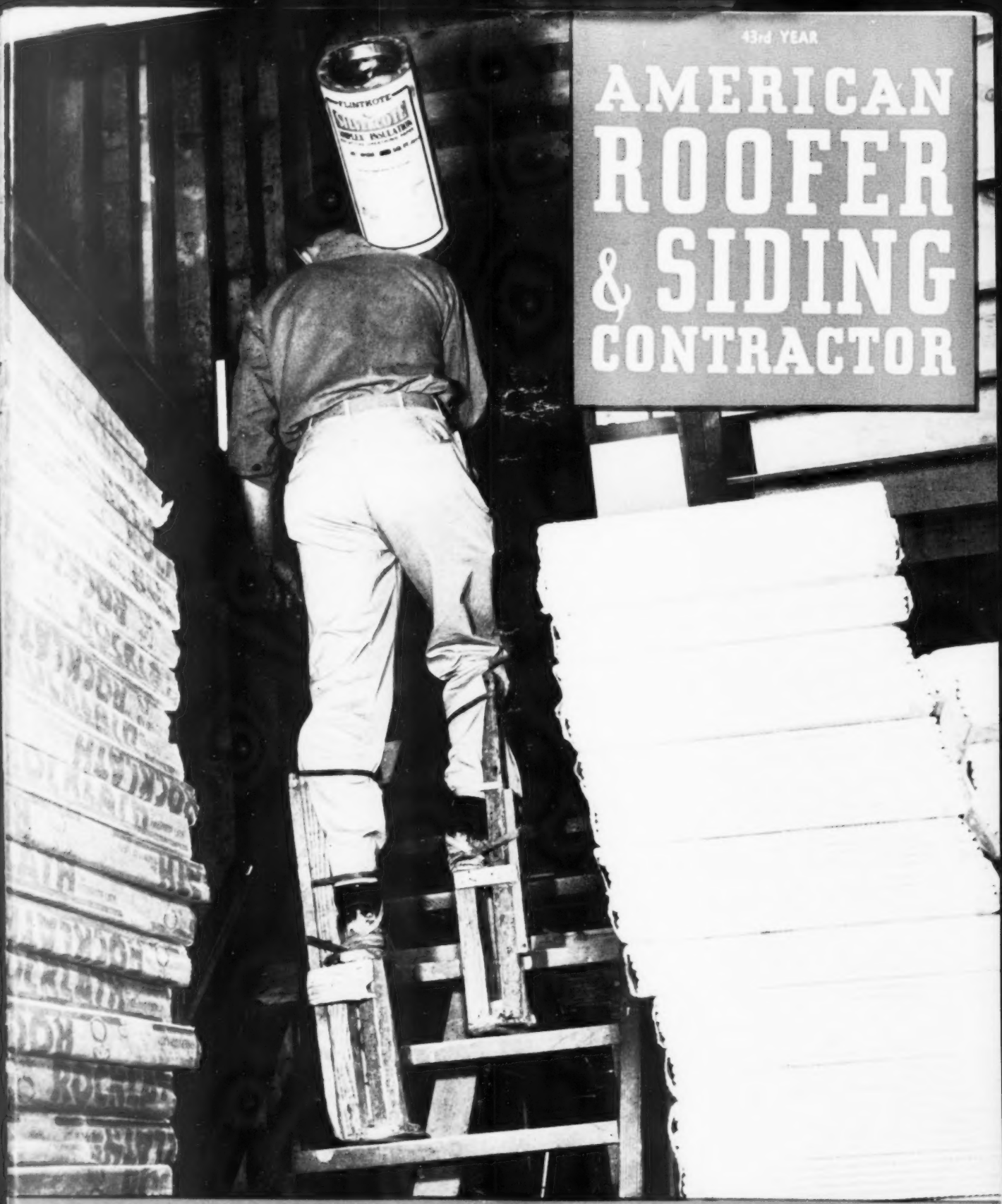

Photo-of-the-Month See Page 12

September, 1953

In This Issue:

Is House-To-House Canvassing Doomed?

Breaking Down The "Hung" Customer

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September, 1953 _____

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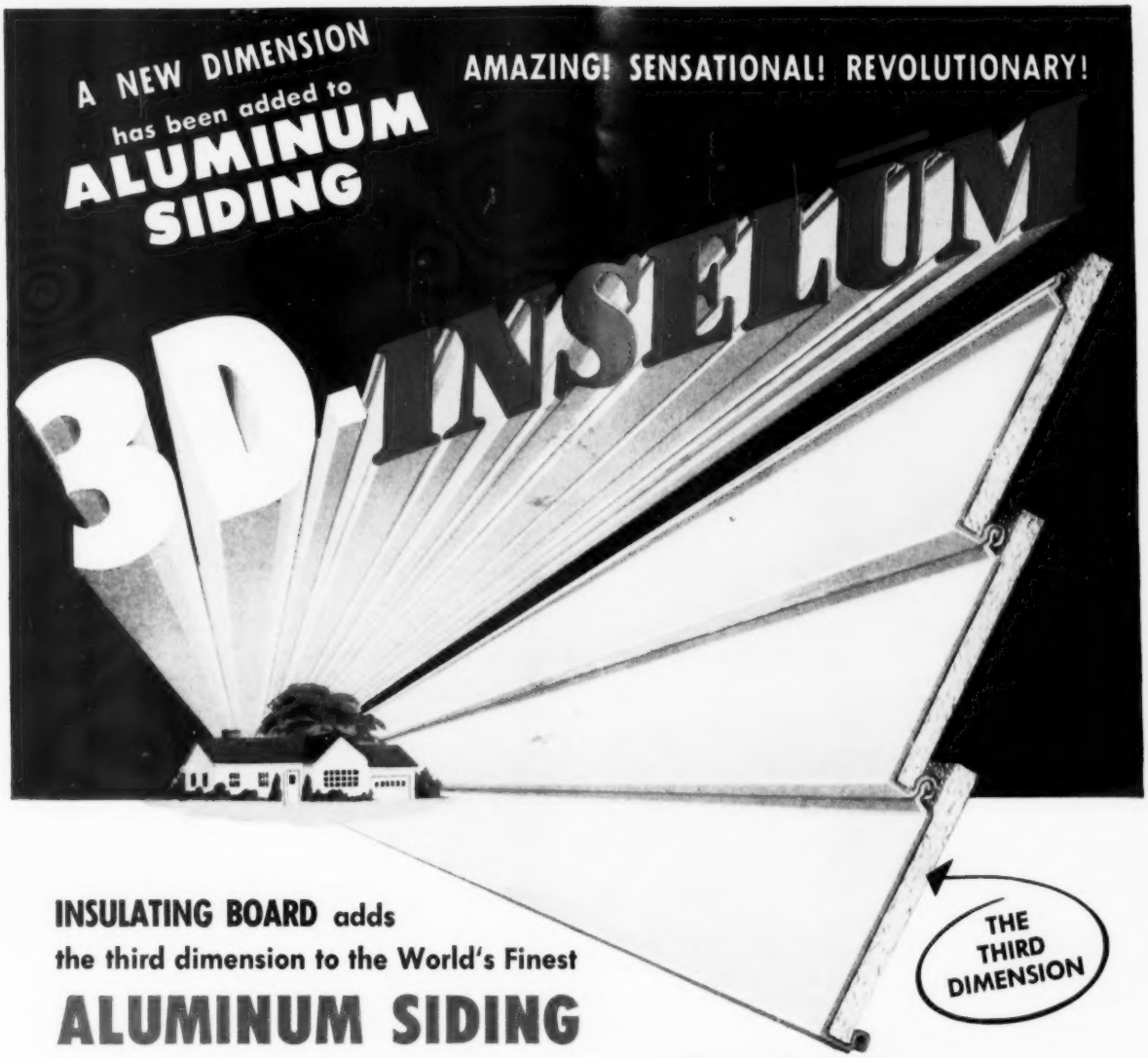

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Phone Number .....

Nailing It Down

CLEANING house has become the order of the day among roofing and siding contractors in the FHA Title I loan situation which had become increasingly serious in recent months. Readers will remember the warning given in our June issue that FHA Title I credit would probably not be extended after the first of next year, and that perhaps the whole FHA loan program might be abandoned if reports reaching Congressional legislators' ears about malpractices continue at the present volume.

Now along comes *Consumer Reports*, an influential journal read by hundreds of thousands of individuals and family heads in comfortable income brackets, with a scorching report on what it calls "Dynamiters" on the West Coast. The article, entitled "Beware of Dynamiters," which appears in the publication's July issue, summarizes the situation on the West Coast with which many dealers are now familiar through their newspapers. It also gives advice to contractors of the kind presented by Mr. Arthur J. Frentz, Assistant Commissioner of FHA in charge of Title I in AMERICAN ROOFER's July issue.

That advice need not be repeated here since it concerns those simple precautions with which most reliable contractors are familiar. Suffice it to say that publication of this article in a consumer magazine of such influence has undoubtedly had its effect across the entire nation, an effect which may seriously hinder door-to-door selling for contractors in many areas. The sad part of the story, of course, is that the racketeer makes the unethical profits, hurts his ethical competitor, and then skips town, leaving the ethical applicator holding the bag and forced to clean up the damage which he had no part in creating.

In this month's issue, Charles Caudle brings our readers up to date on what is being done about "Green River" laws. The program has been, and continues to be, an effective one because of the cooperation of dealers and contractors in combating these laws, but all the gains made can be completely undermined if members of our industry permit unscrupulous operators to give any

(*Continued on Page 46*)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 43 **SEPTEMBER, 1953** No. 9

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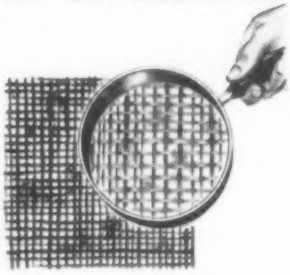

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AMERICAN ROOFER & SIDING CONTRACTOR

SEPTEMBER 1953

Is house-to-house canvassing doomed?

Editor's Note: This is the first of a series of articles on the "Green River" problem by Charles J. Caudle, head of Charls J. Caudle, Associates, a New York public relations and advertising firm.

Perhaps the most important activity in Mr. Caudle's public relations career has been his contribution to the education of the general public in the field of atomic energy. Mr. Caudle was the first to assemble a complete lecture-demonstration on atomic energy and civil defense in layman's language. He has lectured on "Your Atomic Future" throughout the U. S. in colleges, universities, before business and professional organizations, and at public assemblies.

As a graduate of house to house canvassing, Mr. Caudle has an intimate knowledge of the direct selling industry and has long been aware of the problems of anti-door-to-door legislation. His views on this vitally important subject are set forth in the following series.

By CHARLES J. CAUDLE
Special to American Roofer & Siding Contractor

WHAT would you do if you couldn't ring doorbells:

as a business owner, would you lose money . . .

go out of business?

as a salesman, would you lose your job?

If the answer is "Yes"—and it inevitably is when such questions are posed to members of the Roofing & Siding Industry—then you should want to do something to combat any legislation that keeps you from ringing door bells.

What is this legislation that seeks to prohibit direct selling—the ringing of doorbells? Where did it start? Why does it exist?

Anti-door-to-door legislation seeks to prohibit a person from going in upon a private residence for the purpose of selling merchandise unless the salesman has been previously invited or requested to do so by the resident of the premises.

Some twenty odd years ago the town of Green River, Wyoming, passed such a law. Since that time many communities, mostly small, with 50,000 people or less, have passed similar legislation. These have been carbon copies of the original Green River ordinance and, appropriately enough, all similar legislation has subsequently been dubbed "Green River Laws." Today, through common useage, most people refer to *any* restrictive legislation against direct selling as "Green River Laws," whether such legislation follows its namesake to the letter, or otherwise seeks to hamper door-to-door selling by imposing restrictions.

Green River laws and restrictive legislation have their roots in greed, or lack of understanding—or both. For the most part, the retail business man,

ON OUR COVER

You might call Hugh R. Dodge, of Detroit, a man with walking sawhorses. That's the story behind this months Cover Photo.

This year he's celebrating the eighth anniversary of one of the most unusual "inventions" in the insulation trade. Back in Detroit from three years in the United States Navy, Dodge in 1945 found that most of his home builder clients had turned to other applicators with their insulation jobs; to those who had either not gone into armed services or who had returned ahead of him. His competition was doing a good job. Thats why for several uneasy weeks Dodge that year experienced the feeling of being virtually a businessman without a clientele.

Then it happened suddenly, as is usually the case with ideas.

It was the day he stood in one of the

(Continued on Page 27)

erroneously thinking that the door-to-door salesman is taking away a big share of his market, is the force behind anti-canvassing legislation. However, on occasion, public officials and private citizens take it upon themselves to "protect" the housewife from being besieged by a "hungry mass of door bell pushers." This is especially true when abuses, either real or alleged, occur . . . such as faulty products or services not made good by the salesman or his firm. When this happens a cry goes up from the land and the Green River laws are brought forth to hang all salesmen for the mistakes of a few. In these instances, the retail business man can conveniently hide his real objections behind a facade of public indignation.

Case histories show that often times the plotting retail business man is highly organized. For example: Recently in the state of Minnesota the law makers in community after community suddenly introducing Green River legislation that contained the identical phraseology and the same direct sales-killing restrictions. These similarities could only have happened by design—a sinister design to abolish door-to-door selling.

Thus we have seen what is meant by Green River laws—where they started—and why they exist. You can ponder, discuss, and cuss taxes, credit regulations, profit loss and similar controversial issues from here to the end of time. But the stark naked fact still remains—THE BIGGEST THREAT TO YOUR BUSINESS LIFE IS ANTI-DOOR LEGISLATION!

What are you doing about it? Are you guilty of causing Green River laws to be passed—either by acts of commission or omission?

Acts of Commission—

The overwhelming majority of the Roofing & Siding Industry are honest, hard-hitting business men. They conduct their business in a manner that could be readily endorsed by such recognized business organizations as the Better Business Bureau and the Chamber of Commerce. They are a credit to their industry, community, and country.

On the other hand, there are always a few cheats and scalawags in any business, be it the medical profession, farming, manufacturing, retailing, or selling. These dishonest people are dangerous, no doubt about it. But by

the apparent token of being dangerous we can readily identify them and should always be on guard against them.

The real problem here, however, lies not with the out and out "foul balls," but with acts of commission committed by the honest majority as a result of neglect, oversight or misunderstanding. Such errors can bring down the wrath of legislators, unthinking "do-gooders" and scheming retail business men, anxious to "protect" the general public against direct selling "abuses." In other words, unpremeditated errors can often cause as much damage as a deliberate attempt to do wrong.

Acts of Omission—

While acts of commission are admittedly bad, the greatest single contributing cause of Green River legislation can be directly traced to acts of omission. Something wasn't done! And this doing nothing can take several forms:

(1) Complacency — seeing that something is wrong but not caring enough to correct it or combat it.

(2) Lack of Vigilance—not being constantly "on the ball" to guard against the cause of Green River legislation or seeking out where such legislation is about to be introduced.

(3) Lack of Understanding—not knowing what to do to combat Green River legislation once you are confronted with these job-robbing, business-killing laws.

All of these 3 points spell "D A N - G E R" to your business and to your livelihood. Take the case of Point No. 1—Complacency. You've probably heard someone in the Roofing & Siding Industry say something like this at one time or another: "Why should I worry about what happens to some guy up in Fargo, North Dakota? Let him get out of his own mess. I've got troubles of my own. What happens to him is no skin off my nose!"

Nothing could be further from the truth. Not only is it skin off the nose, it's skin off the whole body! What happens to a guy in Fargo, North Dakota, might possibly put a dealer in Hampton Roads, Virginia, out of business! Green River legislation is malignant by nature and the disease spreads rapidly. After the Supreme Court, on June 4, 1951, validated the constitutionality of a Green River ordinance passed by the city of Alexandria, Louisiana, a whole outbreak of similar legislation cropped up overnight in cities across the country. At one point it threatened the very existence of an entire industry—the direct selling industry.

Threat Persists

And this threat still persists. Witness the repercussions from the trouble caused in California by the dishonest elements in the sprayed mastic field. The chain reaction of Green River legislation and other restrictive laws has alarmed the entire direct selling industry. And has been particularly alarming to the Roofing & Siding Industry.

A whole legion of California towns have introduced Green River laws, or are contemplating their introduction all as a direct result of the sprayed mastic mess. By word of mouth, cities in other states have heard about l'affaire mastic and are likewise falling back on the convenient Green River "remedy."

Unfortunately, the reaction against the sprayed mastic mix-up doesn't stop with just cities. Bills have been prepared for introduction to the California State Legislature at Sacramento. And if Green River action can spread across state boundary lines to other cities, there is nothing to prevent similar penetration from one state legislature to another.

Perhaps the greatest blow of all is yet to come. It is bad enough to have

(Continued on Page 32)

Left: Mr. Andrew Repko is a "roofer in overalls" who likes to get out on the job himself, and has more work than he can handle. This shot shows him putting in siding this year on a two-story home on Osborne St. in Danbury, Conn.

TV antennas don't bother him — He installs 'em with the roof

By O. J. MARR
Special to American Roofer & Siding Contractor

HOME owners would be better off if all television antenna installers learned the elements of roofing before they set a foot on a roof. Andrew Repko, for eighteen years a roofer in Danbury, Conn., has been more convinced of this rather obvious fact since he took on television sales and repair as a sideline five years ago.

First and last a "roofer-in-overalls," Repko has contempt for antenna installers who don't know where to put hooks or their feet, even though their clumsiness helps keep roofers busy. Recently he was called up to make good on a guarantee of a job he had finished just a week before, in nearby Hayestown. Full of misgivings that after all these years he was losing his touch, he hurried over, and found that some lead-foot putting up an antenna had walked along a valley. Result: a leak during the next rain. Moral: from now on Repko Roofing & Siding Co. will use only aluminum in valleys.

The television sideline came naturally as an answer to the problem faced by many small roofers who choose not to become large roofers: What to do between jobs, and in bad weather? It started with an illness of his father, and a gift of a TV set during his convalescence. Marion Repko said to her husband, "Why pay for installation? You know what to do on a roof. Why not install it yourself?" From installation it was an easy step to repair, and Repko, who explains, "I'm a great watcher and reader," picked up the techniques of tube testing and what the army calls first echelon repair. (Mrs. Repko says that she cannot resist trying her hand at the testing apparatus, and finds herself getting sets in shape before Andrew can get at them. She also gets "some powerful wallops" now and then, but "that's all in the business of living.") For the complicated repair jobs they call in a friend who has had professional electronic training.

Why should a man with Repko's reputation (he now has 60% of the roofing and siding business in his quiet residential district in the south side of Danbury) reject the temptation to expand? There are several reasons. First, at 43 he likes to do the work himself, with at most one helper, so that he can take personal responsibilty. Second, he prefers not to set up a sales and office force; he follows leads and gives estimates himself, and Mrs. Repko is all the bookkeeper and telephone-answerer he needs. Third, he likes to take time to be active in other ways—remodeling

(Continued on Page 38)

At right is a photograph taken quite recently of a siding job which Repko completed 17 years ago. Jobs which have stood up as this one has are constant advertisements for Repko.

Roofers cooperate to complete spray job in record time

COOPERATION in all directions spelled success on the first large-scale sprayed roofing job attempted by Jim Stephens of the Stephens Roofing Company, Santa Ana, California. He had as his superintendent on the job Jack Hirtler of Hirtler Roofing Company, Costa Mesa, who had formerly worked for Stephens before entering business for himself.

They had long discussed the possibilities of getting into the spray roofing end, and finally decided that now was as good a time as any, with the result that they bid on doing 3060 squares at the nearby Mira Loma Quartermaster Depot, Mira Loma. The job consisted of removing tin caps and nails, and covering cracks with glass cloth. Coating was to be in conformity to Military Specification No. Mil-R-3472, chemical type.

This was quite a big job for them even though they both had men who were good spray men, and they had done some smaller jobs. The first thing they did was to go to their material supplier and tell them what the job consisted of and enlisted their aid. It then became a matter of selecting the proper material to do the job under spray method. Next step was to go to the equipment supplier and ask their recommendations on the type of equipment that they should have. They talked then with the military inspector and got everything that was to be done or could be done to satisfy all requirements and do the job as swiftly as possible.

They found that by carefully preparing everything in advance that could be prepared they could count on eliminating a lot of minor delays that can prove costly on a job. And they found, surprisingly enough, that they not only got cooperation but active cooperation right on down to the crew. The roof was made ready with a sizable crew to speed this work, and was thoroughly cleaned.

On this sprayed roofing job, the compressor, the pump and the material were moved around from section to section of the roof on a truck which stayed at the site all day. This aided the speeding up of the entire application.

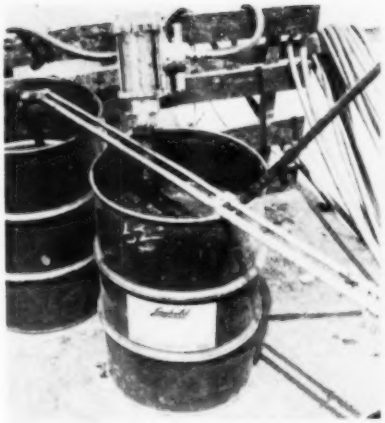
Then came the spraying and it was here that cooperation really paid off. The only non-cooperator was the weather-man on occasions, because he furnished a certain amount of heavy wind and dust that slowed operations. However, even here they had good luck for the season of the year.

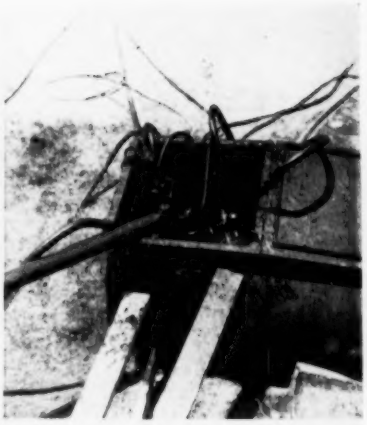
Jim Stephens, left, stands with Jack Hirtler of Hirtler Roofing Co. who supervised the big job.

The material was to be sprayed on two gallons per square at a time with four gallons put on all told. Using a pole gun especially designed for this material, the work was begun. With the type of material used, and following the 2-gallon per square method, the sprayer was able to move more swiftly with the result that they felt that they could move faster with heavier equipment. Their equipment supplier designed a heavier pump and suggested a heavier compressor. Then they really went to work and the idea of having the truck automatically follow the job was thought up to save a few precious minutes. The result was that on one day they hit a high of 975 squares covered with two gallons of material, which was regarded as a very good day's work for a three-man crew. In all 13,395 gallons of coating were applied on three buildings.

Operation Cooperation, as they now

Article & Photos on these pages courtesy A. Shelburne Company and American Bitumuls & Asphalt Company.





In the top photos are shown close-up views of the pump, compressor and liquid material which was used in conjunction with the truck on the big spray job.

Below, one of the workmen sprays a corner of the roof with the specially designed pole gun used with this material. Right, below: This view gives some idea of the huge roof which was spray-coated in record time.

call it, clearly indicated to them, they said, the value of getting the cooperation of people where the job was to be done and assure them that this was being done largely to assure that the job would be done to their complete satisfaction from start to finish. And they feel that getting the proper material and the proper equipment to apply it are major factors in faster application, plus greater cooperation from your crew.

Complete Insurance Coverage Now Available on Roofing & Siding

INSURANCE can now be offered to consumers on remodelling, modernization and renewing and residing jobs under a plan recently devised by a Florida insurance agency. Louis Beck, author of the plan, states that for a cost of about 2 per cent of the entire job, the roofing and siding contractor can offer to the consumer guarantees that at least a part of his loan will be paid back, and in the event of sickness or accidents, almost all of it.

Here's how it works:

If the home owner should die during the first year of his loan, the balance of the first year's payments will be paid by Mr. Beck's plan. For example, if the home owner has contracted for monthly payments of $50, and death occurs, four months later, the Beck Plan will pay twelve minus four or eight monthly payments, about $500. There are no exclusions to this life insurance portion of the plan.

In the event that sickness or accidents disable the home owner, he is aided in the following ways:

(1) On accidents, the plan pays the

(Continued on Page 31)

Siding Sampler For On-Site Selling Featured In Special Promotion

A unique, new method for demonstrating the beauty and appeal of color-sealed Careystone asbestos siding, right at the prospect's home, has been announced by The Philip Carey Manufacturing Company. The new siding demonstrator was developed to spearhead a new promotion, recently prepared to introduce a new siding to retail building material dealers and applicators.

The exact colors and textured wood grain effect of the new asbestos siding have been duplicated by the manufacturer on heavy duty paper rolls. According to the company, the new siding rolls provide, for the first time in the history of siding, an easy, effective, low-cost method for on-site demonstration. By unrolling the Siding Sampler of the desired color (a roll is supplied for each color) and attaching

(Continued on Page 45)

Salesman demonstrates how siding will look to customer, using the newly-prepared paper siding rolls as his sample.

A mobile roll forming machine is used to form aluminum coils to the exact dimensions required for a batten-type roof. Machine is brought directly to the site so that roof may be custom made, according to its own specific needs.

Workmen lay down the aluminum panel units. With the aid of the new machine, these jobs are now completed in record time.

Roll-forming machine makes batten-type roofing on site

THE pictures on this page show the application of a new batten-type roof that is roll-formed to measure in continuous lengths on each job site. This novel method, patented by Roliton (roll-it-on) of America, Inc., employs a mobile roll-forming machine, easily transported to each place of installation, and a guide track on which the sheeting slides from the forming-unit to the roof.

Although the machine is fairly complex, its operation is simple. Aluminum coils are set to feed directly into the roll-forming unit where stainless steel dies form the metal to the exact dimensions required for a particular roof. Aluminum clips are fastened to the roof understructure and are attached to the aluminum panels.

The machine also forms the aluminum battens used to the precise proportions required. The battens, snapped over the flanges and clips, are said to form a thoroughly weather-tight seal.

The roof is installed with a 30-pound overlapping felt base and the serrations are formed continuously in the roll-forming machine. No fastenings are exposed.

Advantages of Material

Among the many reported advantages of this new type of room are the following:

1. It is stated to provide excellent insulation because it reflects the sun's rays. In a special test a thermometer was inserted between the first and second layers of a felt roof and registered 150°F. Within 15 minutes after applying an aluminum roof over the felt layers, the same thermometer in the same place registered only 112°F., a temperature reduction of 38° or more than 25 per cent.
2. It possesses low heat radiating power. Heat radiating power is the opposite of reflectivity. With heat radiating power of about 30 per cent, an aluminum roof helps greatly in cold weather to prevent inside loss of heat by radiation from the roof.
3. Its special design provides proper air circulation which removes the major source of damaging mildew and dry rot to roof understructures.
4. When suitably grounded, it is said to provide excellent protection from damage due to lightning strikes. The high conductivity of aluminum makes it, as a

(Continued on Page 32)

Breaking down the "hung" customer: some tricks to get you back in the house

Our salty and sagacious Sales Manager, Mike McGurk, comes forth with some little things that can mean big money.

By BILL SHEPPARD
Special to American Roofer & Siding Contractor

"MIKE," I said to my Sales Manager, the man McGurk, "I don't believe I know all that you know."

"No, son," he said, looking at me over size 13 shoes that were propped on the corner of his desk, "I don't believe you do."

"Oh, I don't mean that I'm anywhere as good a salesman as you are,' I hastened to protest, "I mean that there are probably lots of things about selling that you know and haven't told me. Maybe big things. Maybe little things that can bring big results."

"Little things. Umm." He ran his big right hand through his half-inch high red hair while he reflected "You're probably trying to kill time here rather than go out canvassing but I guess I can run at the mouth for a little while."

He leaned forward then and rummaged around in his desk drawer. After a brisk hunt that sent a shower of papers onto the floor, he drew out a cigarette lighter.

"For you," he said.

"But you know I don't smoke, Mike."

"I'm not asking you to smoke it. I'm asking you to carry it. And, later, thank me for giving it to you."

"You mean you want me to light my prospects' cigarettes with it and make them think I'm such a swell fellow that they'll grab my pen and sign the order?"

"I don't know why I put up with you. No!" he bellowed a real McGurk bellow. "I want you to always carry it with you and use it like I'm going to tell you now."

"I believe you just press the button, don't you?" I asked.

"I'll press your button! Pipe down and I'll explain in very small words how you're to use the lighter. First, let me ask you: aren't there times, when you leave a house after not making a sale, that you feel that after the husband and wife talk over what you've told them they might be almost a set-up for the sale if you were back in there?"

"Yes, there are. But I don't feel like banging on the door again and asking them if they've changed their mind."

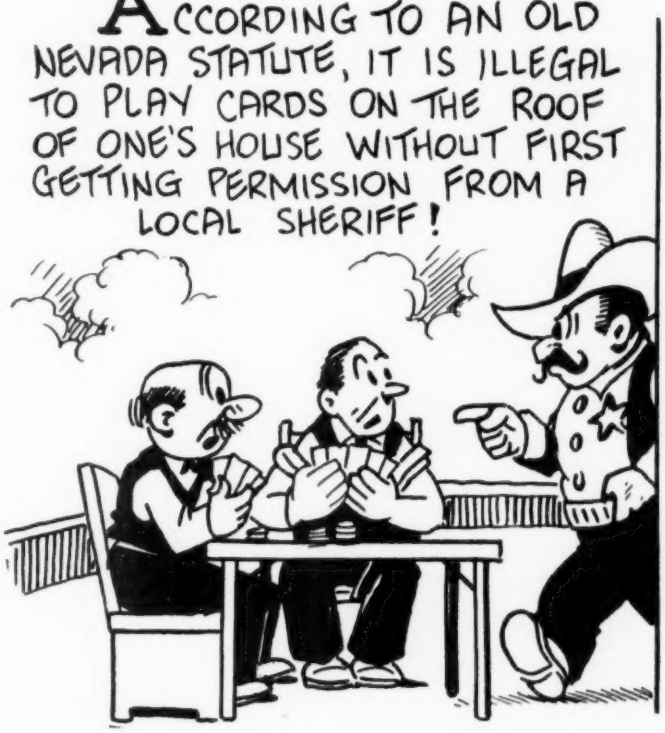
"Of course not. So here's what you do—every time when you get the gate without an order. Just before you gather up all your stuff, you slip this lighter down beside the chair cushion you're sitting on."

"You mean they get a prize?" I asked to needle him.

"I don't know why I put up with you. No! They don't find it. You do. What you do is go out to your car and sit there or drive around the block. Then, about ten minutes after you left, go back and knock on the door and tell them that you believe you must have left your lighter. They'll let you in and you walk over to the chair, look

(Continued on Page 29)

Covering The World . . .



By Elmo

Electric shock is a roofer's hazard. How to combat it

By DR. W. SCHWEISHEIMER
Special to American Roofer & Siding Contractor

Lay the victim on his stomach, head turned to one side, cheek resting on one hand. Clear mouth, throat of obstructions, kneel at the victim's head.

A ROOFER on a hot summer day came into contact with a wire and got an electric shock.

He had suffered such electric shocks before. They never did him any harm.

This day, however, "lightning struck him." Immediately after the shock he felt ill, vomited and went to a nearby house. He complained of severe headache and suffered from a convulsive seizure. He was admitted to the hospital with a temperature of 102° F. He could hardly breathe, and died approximately 12 hours after admission to the hospital.

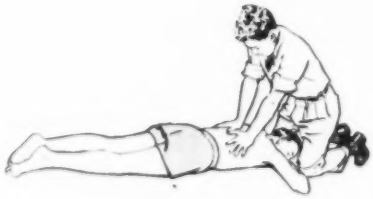
Wet Body is Good Conductor

Accidents due to electricity are more dangerous on hot days when people are perspiring. The wet human body is a better conductor than dry skin. We know how dangerous it is to stay on the beach or in the water when there is a threat of a thunderstorm. The wet body is likely to be a lightning "magnet." The roofer working on the roof during the rain is more endangered by touching a defective wire than on a dry day.

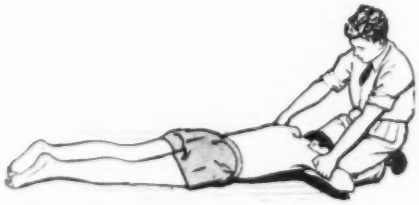
Damage from electric shock usually is either of a temporary nature or it is fatal. Rarely will permanent damage result after electric shock.

Fan out your hands and place them, thumb tips together, on the victim's back just below his shoulder blades.

Rock forward slowly to exert pressure. Keep your elbows straight. Release pressure by flexing elbows. Do not push away. Rock back and slide hands up victim's back and out along his arms.



Grasp his arms half-way between elbows and shoulders. Pull up and toward you until you feel resistance. Lower arms and repeat back pressure. Repeat cycle 10 or 12 times a minute. Not too heavy, not too fast. Let someone else loosen tight clothing, go for help, get blankets. You haven't time.



Low voltages are dangerous, they interfere with the mechanism of the heart muscle. They produce "ventricular fibrillation," a disturbance in the muscular activity of the heart ventricles.

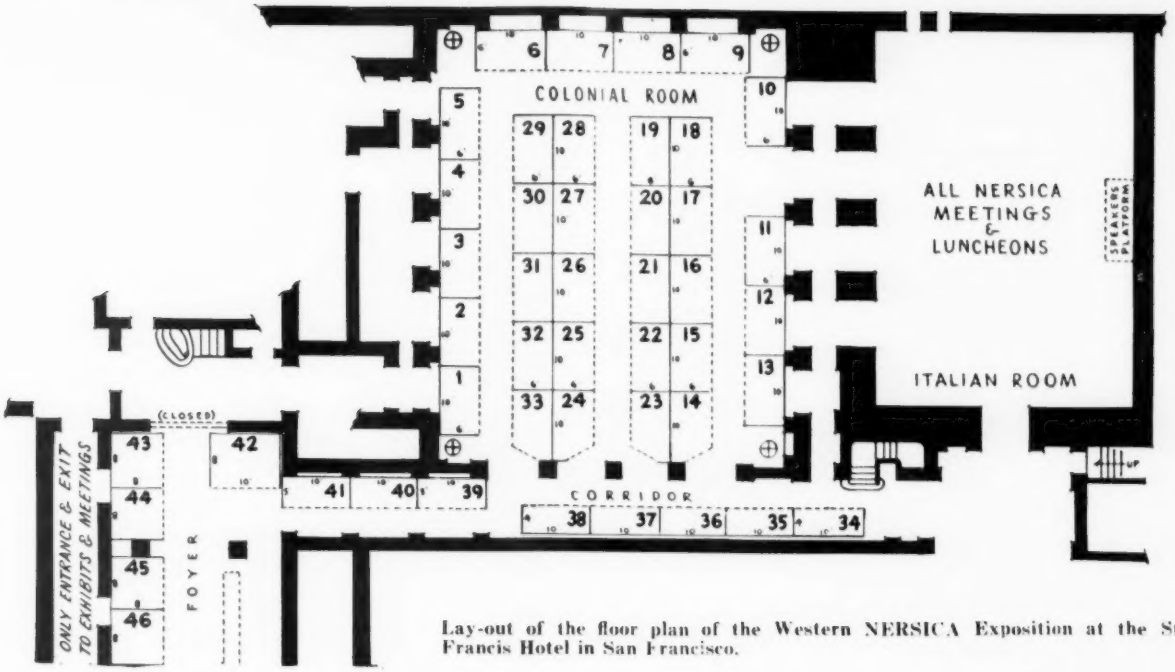
High voltages, on the other hand, produce damage through the nervous centers. The heart stops beating, the lungs stop breathing.

Low-Voltage Hazard

No roofer would approach a high-voltage wire without safety measures. Still there is every need to be careful of low voltages. Most industrial electrical hazards are in the lower voltage range, 120 to 44 volts. Unfortunately a great many people do not realize this fact.

Low-voltage current is hazardous particularly when the body contacting it is in a condition good for the passage of the current, e.g. when the skin is

(Continued on Page 41)



Lay-out of the floor plan of the Western NERSICA Exposition at the St. Francis Hotel in San Francisco.

NERSICA Western Exposition is on this month

MEMBERS of the Faculty of the School of Business Administration of the University of California will lead the Sales Training Program which is the feature of the NERSICA Western Conference and Exposition being held at the St. Francis Hotel in San Francisco, Monday through Wednesday, September 21-23, 1953. The program, according to C. N. Nichols, Managing Director of NERSICA, applies appropriately to the current period of tighter competition and harder selling.

Faculty Leaders

The faculty leaders of the University of California consist of a half dozen recognized experts in various fields of business administration and selling. They will analyze every aspect, from "how to sell" to "the psychology of the salesman and the customer."

The six instructors include Delbert Duncan, Professor of Marketing and Adviser on the course; Dr. Edward R. Hawkins, who teaches Marketing; Royal A. Roberts, who teaches Sales Management, (Mr. Roberts is Program Chairman and in charge of Course Planning); Dr. Roy W. Jastram, who teaches Advertising; and David A. Revzan, who teaches Marketing. Two more program speakers are yet to be announced.

In an effort to increase registration and the number of exhibitors at the convention, the $5.00 fee for the Sales Forum can be by-passed by those visitors to the convention who contact exhibitors and ask for special invitation to the Forum. The Association pointed out that if applicators encourage their own manufacturers and distributors to exhibit at the convention, they can also assure themselves of free admission to the Sales Forum, besides aiding the success of the Exposition.

Accommodations have been made available at the St. Francis Hotel in San Francisco for roofers and siding contractors from the country over who wish to attend the Exposition. Rates at the St. Francis Hotel start at $8.00 for a single room and go up to $16; $10 for a double room, going up to $14. For rooms with twin beds the rates run from $12 to $20, and for parlor suites, $20 to $36. Deposit check of $10 per room will reserve one in advance.

Exhibitor List

The latest list of exhibitors shows the following as having taken booths at the exposition:

American Roofer and Siding Contractor
Building Specialties
California Distributors (Sun Sash)
Denison Corp.
Emco Cement Products, Inc.
Hutch Mfg. Co.

(Continued on Page 45)

NEWS of the Month

Ruberoid Expansion In Progress At Salt Lake City

An extended program of improvement and expansion has been instituted at the Salt Lake City Plant of The Ruberoid Co. according to announcement made by Herbert Abraham, president.

This is one of several plants acquired by Ruberoid last year in the purchase of American Asphalt Roof Corporation. Major equipment and building additions which are underway will result in a marked increase in production, warehousing, and shipping facilities.

The acquisition of the Salt Lake City plant by Ruberoid has extended the western boundary of the areas served by the company's 15 factories. An intensive sales promotion campaign will be instituted in the Salt Lake City territory to acquaint dealers with the expanded line of products and the improvement in servicing facilities. The plant will manufacture a full line of asphalt roofing products for both Ruberoid and Old American customers.

H. L. Evans Elected V.P. The Flintkote Board

Mr. H. L. Evans of The Flintkote Company has been elected Vice President in Charge of Manufacturing by Flintkote's Board of Directors. This appointment was recently announced by Mr. I. J. Harvey, Jr., president of Flintkote.

H. L. EVANS

With Flintkote for over twenty-five years, Mr. Evans was manager of the company's Chicago Heights plant until November, 1951, when he was placed in charge of all Flintkote manufacturing operations.

Mr. Evans will direct Flintkote's manufacturing from the company's main office in East Rutherford, New Jersey.

Ruberoid Co. Elects W. J. Van Akin V.P.

William J. Van Akin has been elected a vice-president by the Board of Directors of The Ruberoid Co., it has been announced.

WILLIAM J. VAN AKIN

Mr. Van Akin has been with The Ruberoid Co. since 1948 and was formerly a vice-president of The Flintkote Company. He is a chemical engineering graduate of Rensselaer Polytechnic Institute, class of 1924. His home is in Oradell, New Jersey.

Roof Contractors Name D. V. Carey

Dennis V. Carey, currently northern California supervisor for the Contractors' State License Board, has been named executive manager of the Roofing Contractors' Association of California, Inc.

One of Carey's main duties will be to root out any unethical practices in the roofing business, according to Ernest M. Upshaw, president of the organization.

Certain-teed Names Two Vice Presidents

John R. Johnston and Malcom Meyer have been named vice presidents of Certain-teed Products Corporation of Ardmore, Pennsylvania. Announcement of the two new officers was made by Rawson G. Lizars, Certain-teed president, following their election by the Board of Directors recently.

Mr. Johnston, who has been Certain-teed's comptroller since 1948, will continue in that capacity as a vice president. Mr. Meyer will be vice president in charge of sales. He has been general sales manager of the company since August 1949.

E. Littman Appointed Dir. Advertising, Jones and Brown

Earl Littman, formerly an account executive of the George N. Kahn Co., Advertising Agency, New York, has been appointed Director of Advertising of Jones & Brown, Inc., 439 Sixth Ave., Pittsburgh 19, Pa., national distributors siding products and wall tile.

EARL LITTMAN

During the years 1948-1950, Mr. Littman was President of the Grand Central Mills, Inc., manufacturers of chemical products. Prior to 1948, Mr. Littman was an account executive of Franklin & Gladney, a New York advertising agency.

Supradur Opens New Offices in New York

Supradur Corporation of New York, manufacturers of Asbestos-Cement Siding Shingles, Shakes, and Roofing Shingles, has announced a change of address, as of July, 1953 to new and larger quarters in the Chanin Building, 122 East 42nd Street, New York 17, N. Y.

Before the removal of their office, Supradur had been located at 110 William Street in New York City for the past eight years.

Manufacturing facilities continue in Wind

(Continued on Page 34)

Long Island Council:

Far L; She's showing it, not brandishing it: Mrs. Dorothy Nill holds aloft rolling pin with which she won the ladies' event. Left to right, Mrs. Josephine Setleis, Mrs. Gertrude Kinon, Mrs. Edith Kahn, Mrs. Nill, Mrs. Florence Donnelly, Miss Gail Furman, Mrs. Jane Furman, Mrs. Joan Murray.

Left; At dinner: L. to r., Andy Furman, Mrs. Kinon, Al Kinon, Andy Nill, Mrs. Kahn, Mr. L. A. Kahn.

Contractors disport at summer picnics and outings

NERSICA groups of the metropolitan area had two perfect days last month in which to disport themselves at their annual outings. The Long Island Council had a family affair at the Huntington Crescent A. C. on August 18, and the next day the New Jersey Guild relaxed at a less formal stag shindig at Forest Lodge, Mount Bethel, N. J.

The hilarious event of the Long Island doings was an egg-toss engineered by master-of-ceremonies Andy Nill. Starting innocently at six feet, teams of tossers began to increase the distance between them with each throw of the fairly fresh uncooked cackleberries. Howls of anguish rent the balmy air as eggs escaped and smashed on the ground, or worse, did not escape and smashed in the hands. Finally two teams were left, hurtling their dangerous missiles at a distance of almost 100 feet. Arthur Gabor and L. I. Council President Al Kinon proved to have the softer touch than Joe Murphy and Hal Goldman, and won the fur-mounted scrambled egg trophy.

Kinon almost took another prize in the horse-shoe toss, when he and partner Al Perez were 10-7 up on A. G. Bennett and Phil Donald, but the latter pair steadied and bore down to a 12-10 win.

Max Epstein of Brixite took the golf trophy in a nine-hole competition.

A special feature was the Ladies' Rolling Pin toss for accuracy. Andy Nill had no comment for publication when he learned that Mrs. Dorothy Nill's toss had landed closest to the base.

Prizes were contributed by Bird Industrial Bank of America, Bank of Manhattan, Johns Manville, Brixite, Dryolin Corp., and Nersica. These were distributed at a repast served in the club dining room.

Next day the New Jersey Guild went in for seemingly more virile sports like softball, fungoing, and basketball toss (and accordingly reported about three times as many charley-horses the next day). Between servings of hot sandwiches and gigantic hot dogs, and uncounted replenishings of beer glasses from a bierstube that finally couldn't take the gaff and blew up, a pick-up soft-ball team masquerading under the name of the Roofers defeated a group called the Window-men, 15-5 in seven

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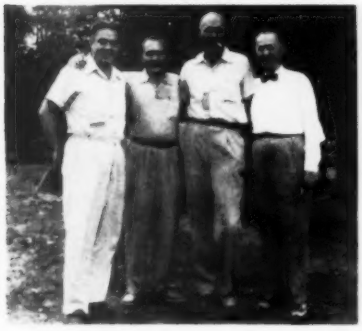


Far L; L. to r: Andy Furman secretary of Nersica; Paul Blatt, chairman of the Outing Committee; Val Sealander, president of the N. J. Guild; A. G. Hanson, past president of the Guild.

Ed Marion shows the form that won the fungo hitting contest; at right is runner-up, Jack O'Neill.

Mr. J. Gabriel takes aim at the basket.

Allah be praised! It went in! Shooting for the basket.

Standing up for serious things: A group at the chow counter.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Asbestos Siding Cutter

Texas Foundries, Inc., has announced the manufacture and distribution of the Monarch Asbestos Siding and Shingle Cutter, formerly handled by Tri-States Building Materials Company.

The Monarch Cutter has been on the market for five years and has enjoyed great

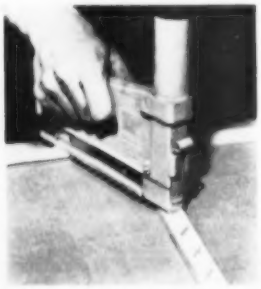
sales success to contractors in the application of siding and shingles. The Monarch cutter saves money on labor costs as it can be operated by anyone, easily, quickly and accurately.

Monarch's malleable castings have greater resistance to corrosion and will stand up under the heaviest service. A front end nose punch, and notcher are two features of the Monarch to give faster service.

The Monarch Cutter is available in two models, 27" and 32" sizes. Texas Foundries also manufacture and distribute the Scout Cutter, a small utility cutter for asbestos siding and shingles.

Air Tacker

The fastest-loading, fastest-shooting air-driven tacker on record is now in production at the Heller Stapler Company. The



new models with a bumper-type trip drive more than 200 staples per minute.

This speed is more than twice as fast as other air-driven tacking machines, and is the result of a simplified direct drive. The new bumper trip features an advanced cylinder principle to distribute 40 to 80-pound air pressures evenly for swift and foolproof driving.

Balanced for ease of handling and nosed for sure driving, the new model has reduced fatigue factor to a minimum. The air-driven tacker loads a double bar of staples in a variety of metals and finishes, from 5/32" to 13/16" long. The patented front-load feature is the fastest type of loading known today, and a spring-lock gate gives the operator easy access without the use of tools.

Siding Display Rack

Sales Promotion officials of The Philip Carey Mfg. Company, recently announced the offer of a new siding display rack for customers.

The rack is designed to hold and display the new Color-Sealed Careystone Siding. It is compact, yet attractively displays the siding. Pastel shades of the siding and the three color sign make the rack ideal for counter or window display. One-piece sturdy wire construction also makes it durable to withstand showroom use.

Large-Size Canopy

A new, large-size Aristocrat Canopy, the Style 4-C, is now being produced by Leigh Building Products, division of Air Control Products, Inc.

Aimed at commercial and industrial markets, and residential installations, the 4-C has a 72" projection, 21" drop, and is available in a wide range of sizes. Like other canopies in the line, the 4-C is constructed of double-protected steel and is finished in baked enamel. It is furnished in the following color combinations: green and white, blue and white, and tile red and white.

With addition of the 4-C, the Aristocrat line now offers a deluxe canopy or awning in a width and projection to fit any requirement—Style 1-A for small to medium win-

dows; 2-A for medium to large windows and store fronts; Style 3-C for door canopies and porches; and Style 4-C for large installations.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

Light-Weight Asbestos Cutter

A New Model Light-Weight Cutter Model "A-32" Improved Handy Asbestos Shingle Cutter designed for greater portability and efficiency.

A weight reduction of 43 percent is accomplished with a special aluminum alloy for the knife-bars, correctly heat-treated, producing an excellent characteristic for this

purpose. This aluminum alloy is sufficiently rigid and tough to withstand heavy impacts and rough handling. Many thousands of these cutters are now in daily use.

Models in gray iron will continue to be available.

Ventilators For Paneled Walls

A common problem where walls are finished with wood paneling below grade is the moisture that accumulates in the dead air space between paneling and masonry walls. This moisture causes the paneling to swell and buckle.

"Brown" Ventilators are especially designed to allow this trapped moisture to

(Continued on Page 44)

Gold Bond **BULLETIN!** Gold Bond

Gold Bond goes outside with a complete line of Asbestos siding & roofing

with...

NEW COLORS

Six fresh attractive colors in siding to give your customers the rich charm of expensive wood shingles —Poplar Green...Pheasant Brown ...Dusty Coral...Twilight Gray... Mellow Ivory...White. Five harmonizing colors in roofing shingles.

SMART DESIGN

There is wide variety in both siding and roofing shingles. Chroma-Tex Siding Shingles have new striated (vertical textured) finish. Traditional Wood-Grain Siding Shingles also available. Roofing shingles in wood-grain and smooth finish.

SURFASEAL

Now the modern colors of Gold Bond Chroma-Tex Shingles are protected from staining, soiling and moisture by the exclusive Gold Bond SURFASEAL Finish... at no extra cost. An extra selling feature to help you clinch the sale.

BIG 4-COLOR NATIONAL ADVERTISING

50 million Americans know about it!

Gold Bond has been a famous name in building materials for over 25 years. Now Gold Bond puts tremendous advertising and selling power behind its brilliant new line of asbestos siding and roofing products. With big four-color pages this Fall in leading magazines like these, you can be proud to say you are backed by Gold Bond and the National Gypsum Company.

HERE'S A TYPICAL 4-COLOR AD

OUR HOUSE GREW A WING

thanks to new Gold Bond asbestos shingles for sidewalls and roof

Crowded for space? Spread out with a new wing. Your Gold Bond contractor will tell you how your house can grow one for a lot less money than you thought possible. He can supply famous Gold Bond materials for every part of the job—inside and out—and even help you finance it.

That beautiful exterior on the wing above is made of a new Gold Bond product—Chroma-Tex Siding Shingles. They give you all the rich charm of expensive wood shingles—plus the tough fireproof qualities of asbestos-cement, and now at last, you can choose from fresh, distinctive colors! These Gold Bond colors are protected from staining and soiling by the new exclusive Gold Bond SURFASEAL Finish.

HOUSE NEED PAINTING? FORGET IT!

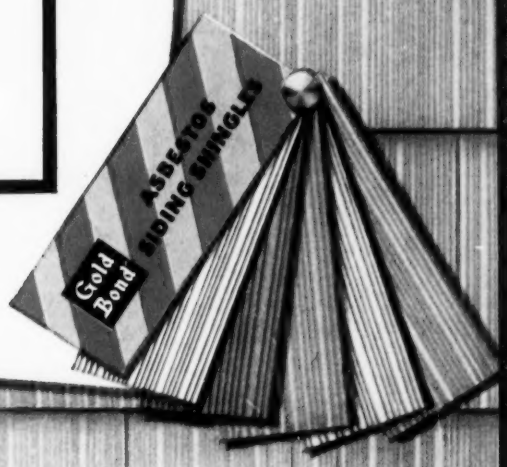
Whether or not you are building a new wing, you can forget about repainting for preservation with Gold Bond Asbestos Shingles. Think of the money you'll save on upkeep! See your local Gold Bond contractor today... find how easy it is to give your home enviable new beauty, at remarkably low price!

ADD-A-ROOM NOW!
with Gold Bond®

NATIONAL GYPSUM COMPANY · BUFFALO 2, N. Y.

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Roofing, Sidings, Wall Paints, Textures, Masonry Paints, Rock Wool Insulation, Metal Lath, Sound Control Products.

Gold Bond ads like this will help you sell!



FASTER SALES

Big colorful ads like this will pave the way for more sales, speed up consumer acceptance and demand, help you to close sales faster. With the Gold Bond name behind you, you'll build customer confidence faster, too.

EASIER SALES

Gold Bond is the best known name in building materials today. When your salesmen ring the doorbell, "Gold Bond" will help you ring up the sale. Gold Bond means "top quality" in your customer's mind . . . makes sales easier.

GREATER VOLUME

Faster sales always mean more volume. Three plants at New Orleans, La., St. Louis, Mo. and Millington, N. J. assure prompt shipments any place east of the Rockies. No waiting for materials . . . you can keep your selling and application crews working full time.

GREATER PROFIT

Increased sales means greater profit. Satisfied customers spread the good word to their neighbors. Gold Bond siding and roofing is made right and is priced right. It's shipped promptly, advertised nationally, promoted aggressively with a variety of sales aids, to give you greater profits.

SEE THE FULL LINE . . .

PROMPT SHIPMENT NOW

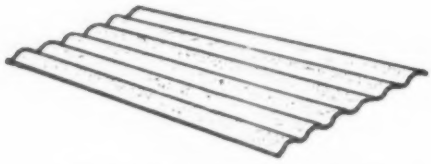
On the Complete New Gold Bond Line

Wood-Grain Siding Shingle with traditional straight edge. White.

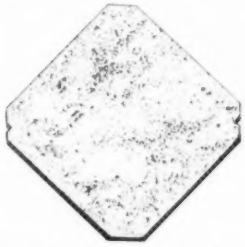
New Chroma-Tex Siding Shingles with SURFASEAL. Vertical-textured design. 5 attractive colors.

Wood-Grain Siding Shingle with wave-line exposed butt edge. White.

Dutch Lap Roofing Shingle with wood-grain design. 5 smart colors.

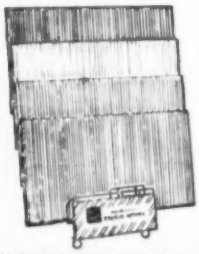


Economy "250" corrugated sheets. Also Gold Bond Asbestos Permaboard for flat areas. Phiaboard for curved surfaces.



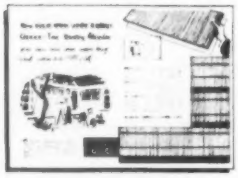
Hexagonal Roofing Shingle with smooth surface finish. 5 beautiful colors.

LOOK AT ALL THESE GOLD BOND SALES HELPS FOR YOU



FLOOR DISPLAY RACK

RADIO SCRIPT



COUNTER CARD

ENVELOPE STUFFER

BUSINESS CARD

SALESMAN SAMPLE CASE

DIRECT MAIL POST CARD

DOOR KNOB HANGER

AND MANY MORE

Here's how you can get in on bigger sales and extra profits . . .

MAIL THIS COUPON TODAY!

NATIONAL GYPSUM COMPANY, Dept. AR-93
Buffalo 2, N. Y.

I'm interested in knowing more about the Gold Bond Asbestos line.

☐ Have your representative call on me.
☐ Send me descriptive literature.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

By using the Gold Bond Asbestos line your selling job is made easier. Spend your time doing the profit-making jobs. Add the Gold Bond Asbestos line to your business today.

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

Contractors Summer Picnics

(Continued from Page 21)

innings. Arnold Carlson pitched for the Roofers with Ed Marion catching, and Sam Hassan and Aubrey Gies were the battery for the losers. "Pop" Kueller did what umpiring there was to be done.

Against the sky: L. A. Kahn, director of Nersica and treasurer of the L. I. Council; Al Kinon, president of the L. I. Council, and Andy Nill, chairman of the Outing Committee.

Ed Marion showed some rare form in the fungoing contest, beating out, with the last of his three hits, which went 233.7 feet, the best shot by Jack O'Neill, 221.6.

The associate members of the Guild contributed the prizes.

On Our Cover

(Continued from Page 11)

few new homes he had to insulate, watching his men move some awkward sawhorses around. They used them as an undercarriage to hold boards they stood on when applying insulation between ceiling joists.

Mentally, Dodge clocked his men as they set up the horses, placed the boards on them; then after applying an area of insulation, climbed down, moved the horses and boards again. It was fast. But not fast enough.

That's why Dodge thought of stilts.

Not the ones you'd have to hold on to with your hands—but stilts you could buckle to your legs. In a way, they'd be walking sawhorses.

Today several hundred jobs and almost eight years later, Dodge has 12 men in his regular crew working on stilts—long ones for short men; short ones for long men—all of the right length to get his men up to ordinary ceiling height. And none of his men has had an injurious accident with them.

Almost as fast as they can walk, Dodge's men apply insulation between ceiling joists, uing automatic staplers and reflective type insulation. Some of his men like the stilt so well they even roller skate with them on after hours.

Dodge has now applied for a patent on the stilts, and no wonder. He has 270 builders among his present clientele who, too, think the stilts have a future.

Merchandise Mart, Chicago, Illinois, the largest business building in the world—4,023,400 square feet of floor area. Built in 1928 to 1931.

CHICAGO'S FAMOUS MERCHANDISE MART CALLED FOR

Karnak®

WATERPROOFING PRODUCTS

Karnak fabric is packed in sturdy, corrugated cartons for protected shipping and storage. They keep the fabric in perfect condition until used . . . cut fabric loss.

Twenty-five years ago, the problem of protecting the foundation of the "Mart" from hydrostatic head was answered with *Karnak*. Even though the big Chicago River flows beside it, *this Karnak job holds secure.*

Why was *Karnak* chosen? Because it is the membrane system of waterproofing *that holds tight against any water condition.*

Karnak is an open mesh long-fibre cotton cloth that has been heavily impregnated with highly refined asphalt *so as to leave the mesh open.* It is layered, on the job, with alternate moppings of asphalt to *provide a tough, resilient, waterproof membrane.* The non-sticking fabric unrolls easily . . . to the very end. It "works" faster and with no waste . . . saves labor costs.

The *Karnak* Membrane System is best for roof patching, skylight flashing, window and door flashing, through-wall and cornice flashing, as well as waterproofing against a hydrostatic head in dams, swimming pools, viaducts and tunnels. Send coupon for complete information. Manufactured by Lewis Asphalt Engineering Corp., 30 Church Street, New York 7, N. Y.

SEE OUR CATALOG IN SWEETS FILE

OTHER KARNAK PRODUCTS

Asphalt Roof Coatings and Cements	Asphalt Emulsions	Aluminum Roof Coating
Caulking Compounds	Tile Cement	Wood Block Mastic
	Asphalt Paint	Joint Filler

LEWIS ASPHALT ENGINEERING CORP.

30 Church St., New York 7, N. Y.

Please send me **FREE** information about KARNAK Membrane System of Waterproofing

NAME _____

ADDRESS _____

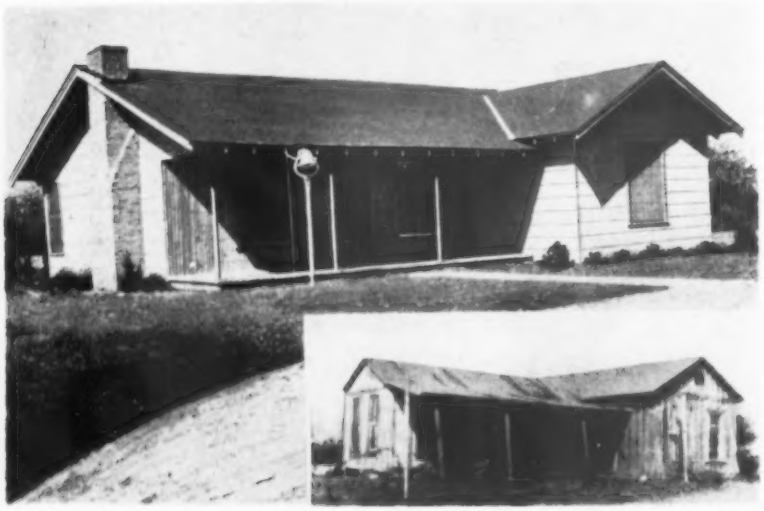
CITY _____ ZONE _____ STATE _____

Other items I'd like to know about _____

Dilapidated Shack Turned Into Modern Home with New Siding

By rebuilding a dilapidated old four-room shack (inset at lower right) into an attractive, modern house with five rooms and bath, an Arkansas farm family effected the transformation shown in these before-and-after photos and won first prize in a statewide home remodeling contest.

The major "face-lifting" change was achieved by covering exterior walls with asbestos-cement siding shingles. The shingles, in a soft shade of green, provide their own decoration, plus fire-safety and permanent weather protection.



The wall overlooking the front porch is pine paneled. Also added were a concrete pier foundation, fireplace, kitchen, new asphalt roofing and electricity. The owners, the George F. Tabors of near Smackover, Ark., did the work with the aid of one carpenter and a loan arranged through the Farmers Home Administration's office in El Dorado. The latter also helped in the planning. The contest was sponsored jointly by the FHA, the Arkansas Press Association and the state power and light company.

Safety Factor Of Insulation Pleases Investors

For fire-stopping, home owners and mortgage lenders prefer mineral wool insulation because of its incombustible fibers. According to tests made at the National Bureau of Standards, full-thick mineral wool insulation added 30 minutes to the fire resistance of 2" x 4"

Regardless of the weather

PARALASTIC*

CAULKING COMPOUND

gives

BEST PROTECTION!

Depend on PARALASTIC to deliver an excellent job every time! Weatherproofs — Waterproofs — Insulates. Easy working characteristics too!

ALL COLORS! Aluminum . . . Brilliant White . . . Natural . . . Gray . . . Green . . . Cream . . . Brown . . . Black . . . and all pastel colors to match asbestos and insulating sidings.

*Reg. U.S. Pat. Off.

SOLD BY LEADING JOBBERS!

IT ISN'T INSULATED UNLESS IT'S CAULKED

PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.

Attention Manufacturers!

Dealer prospects in BUILDING SPECIALTIES & Home Improvement Dealer are waiting for the smart manufacturer.

Here is the livest market in the whole, wide building industry. Everyone of the more than 7,000 dealers who subscribe to BUILDING SPECIALTIES is eager to add good products to his line of home improvements.

Let leading advertising agents tell you about the results in this super-producing magazine . . .

BUILDING SPECIALTIES

Write for market data sheet to —

BUILDING SPECIALTIES & Home Improvement Dealer

425 Fourth Avenue New York 16, N. Y.
Phone: MUrray Hill 3-6280-1-2

wood stud partitions and withstands the American Standard Fire Test as a bearing partition, preventing the spread of fire for over one hour.

The "Hung" Customer

(*Continued from Page 17*)

on the wrong side first and then find your lighter.

"Good. Now I've got your lighter back."

"You got more than that. You got the chance to ask 'em, with a great big friendly smile, if they have been talking over your proposition. You're back there a second time and a little bit of an old friend now and they'll warm up to you more. Sometimes they'll say they are ready to sign up. More often they'll come up with some objection but that'll give you a last chance—an extra chance—to go to bat. If nothing happens, you've still only used up ten-twelve minutes and you'll find that in the long run that'll pay off nicely."

"Thanks, Mike," I said, "I'll use both your lighter and your advice. It sounds like a good idea. Got more?"

Some Other Ideas

"Well," Mike shifted his 210 pounds in his chair and thought for a moment. "I used to carry a stamped, self-addressed envelope with me to use after the lighter, if that didn't help. I'd hand them the written-up order and ask them to think it over and then mail it to me before the first or the fifteenth, whichever was closest. You see, I neved made call-backs. If I couldn't land 'em when I had the chance, then I knew I could spend my time better with somebody new. But when I was there I always did all I could to smoke out the order. They'd mail the order back all right not too many signed it that way but still enough did to pay for the few three cent stamps it cost me."

"Swell idea, Mike; come across with some more."

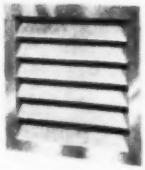
"You want a lot for your nickel, but OK, now that you got me started. Here's another trick I've used. When I felt that a talk between the husband and wife would be helpful, I'd ask them if I could make a phone call. Then I'd call my wife. The Mr. and Mrs. in the next room could chew a litle fat and they could hear me tell my Mrs. that

Leigh

VENTILATORS

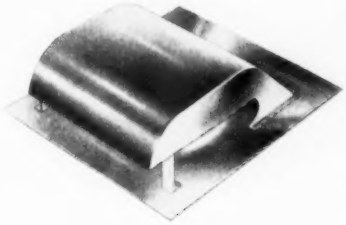
the complete line

a model for every job



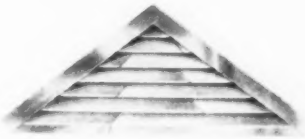
FOR GABLES

Both flush and recessed types in a wide range of sizes providing maximum free area for any opening. Deep rolled-edge louvers give massive appearance, extra strength and protection from rain or snow. Screened against insects.



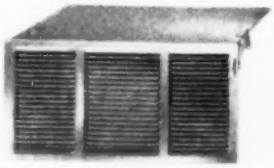
FOR 4-WAY ROOFS

Utilizing the principle of the Venturi tube, the Leigh Roof Ventilator insures more free area and more air transfer than any other unit you can buy. The lower silhouette blends into the roof line for a better-looking, leak-proof, insect-proof installation.



FOR GABLES

Adjustable triangle ventilators, the fast, easy-to-install answer to peak type applications. Just slip it into position, nail it in place . . . the job is done in minutes. Available in three sizes to fit every standard roof pitch, exactly.



FOR UNDER EAVES

Installed in a jiffy, here is the easiest way to ventilate attic spaces having wide eaves. Simply nail the ventilator into place. It blends into the home when trim is painted. Style W without damper, Style WV with damper . . . both screened to stop insects, both have deep fins to deflect rain or snow.

THE LEIGH CATALOG WILL PROVE THE QUALITY AND ECONOMY OF THIS PREFERRED LINE. WRITE TODAY OR SEE YOUR LOCAL JOBBER.

LEIGH BUILDING PRODUCTS

DIVISION OF AIR CONTROL PRODUCTS, INC.

ARDMORE AVENUE COOPERSVILLE, MICH.

NICHOLS
NEVER-STAIN®
Aluminum
File-Grip
TRADE MARK (R)
ASBESTOS SIDING NAILS

When driven they turn like a screw—no creeping!

- RUST-PROOF NAIL HEADS WILL NOT DISCOLOR
- SOLID ALUMINUM—NO COATING TO CHIP OFF
- WILL NOT STREAK OR SPOT SIDING—INCONSPICUOUS
- GREAT HOLDING POWER

Never-Stain "File-grip" Aluminum Nails are economical. They save up to 50% over other asbestos siding nails. The spiral serrations insure minimum breakage of the siding fibres and maximum contact with wood fibres under constant tension. They are etched for sterile cleanliness and meet F.H.A. requirements for maximum holding power. Made in 1-7/16" and 1-3/4" lengths. Millions have been driven. Nationally advertised in leading building and shelter publications.

THE CHOICE OF SIDING MANUFACTURERS

Many leading asbestos siding manufacturers are now including Never-Stain "File-grip" Aluminum Nails with their products. Literature and free samples upon request. Address Dept. AR-4

NICHOLS WIRE & ALUMINUM CO.
General Offices & Factory — DAVENPORT, IOWA
Branches: Mason City, Iowa; Battle Creek, Mich.; Cincinnati, Ohio; Atlanta, Ga.; South Deerfield, Mass.; Seattle, Wash.; Oakland, Calif.
WORLD'S LARGEST MANUFACTURER OF ALUMINUM NAILS

things were going nicely and that I was sure that they'd decide to have the work done because they were such sensible people and liked to keep their home in tip top shape. Then I'd tell my wife about some of the nice things they had."

"I see," I said, "Give the folks a chance to talk things over, eh?"

"Not always, son. By no means not always," Mike came back. "That's why I use the hat trick."

"Hat trick?"

"Yeah, when you go in a living room to talk to the Mr. and Mrs. you want them to see together and not get on either side of you so they can signal behind your back. You want to be able to knock 'em over together. Now in most living rooms there are two easy chairs and a sofa. So come in the room with your hat in your hand. Just sort of casually drop it in the seat of one of the chairs and you got that one blocked. Then amble over in front of the other chair while you're talking about their pretty home. Bingo, you got it all fixed so they have to sit on the sofa together."

"Mike, you're something," I said in admiration. "It's a wonder you don't have so much money you can retire."

"Me retire?" he asked and spread his big grin over his face, "And miss the chance to strut my stuff in front of knuckleheads like you? Never!"

How To Increase Loan Security Told by Banker

Modernization and rehabilitation of existing homes is of utmost importance to the mortgage lender who seeks the greatest possible security for his loan.

This is emphasized by George C. Johnson, president of the Dime Savings Bank of Brooklyn, who discusses the value of the open-end mortgage in a recent issue of the NAHB Correlator and urges that this type of mortgage be used when possible to benefit both property owners and lenders.

"It is fundamental reasoning," Mr. Johnson says, "that a property in good repair, and in modernized or enlarged condition, represents a greater security for the mortgage lender."

One of the most important measures in the modernization and rehabilitation of existing homes is the installation of proper insulation.

Asbestos Roofs Protect Many New Churches

Although varying widely in design and size, many of the nation's beautiful new churches have one feature in common—roofs of asbestos-cement shingles. Trends in construction, builders report, favor this modern material for protecting the vast roof areas common to most church structures.

Dark gray asbestos shingles have been chosen for the new Blessed Trinity Church in Wheeling Island, West Virginia. Modified gothic in design, the church and adjoining rectory will cost $114,000. Dark asbestos shingles contrast with a tall, copper-covered spire on another gothic edifice, the recently dedicated St. Teresa's in Lincoln, Neb. Church and furnishings cost $300,000.

Reinforced concrete is being used to build new church, parish house and chapel buildings for St. Paul's Episcopal Church in Salem, Ore. Church features include architectural concrete on exterior walls and an asbestos-cement shingled roof. White asbestos-cement shingles top the new Latter Day Saints Seminery in Mesa, Ariz.

Striking a modern note is the recently completed All Saints Episcopal Church in Pleasantville, a suburb of San Antonio, Tex. Built on a concrete slab, the small structure is ranch-style in design, with asbestos siding shingles on the exterior.

Insurance Plan

(*Continued from Page* 15)

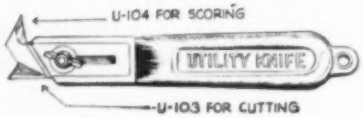
owner's first year's monthly payments while the home owner is totally and continuously disabled and under doctor's care. Benefits begin on the fifteenth day the individual is unable to perform all the duties of his occupation and is under the regular care of a doctor. The plan pays regardless of any workmen's compensation or salary the individual might receive.

(2) In the event of sickness, the policy covers all illness beginning fifteen days after the policy is issued, but does not cover sickness or injury caused by war or the recurrence of a sickness or injury incurred previous to the taking out of the policy.

Application for benefits under the plan is stated to be extremely simple and direct.

A NEW COMBINATION

Matched for Perfection



For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

For asbestos cement materials, just score-cut with the tough, durable U-104.

"FITRITE" 3-WAY CLAMP

A NEW VISE-GRIP MADE EXCLUSIVELY FOR US

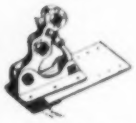
Throat 3⅝" deep Jaws 3½" x ¾"

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, straightening and seaming.

Price $3.55

ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



3 Pipes ¾" I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"

2 Pipes ½" I.P.S. Bronze and Galvanized, installed on old roofs without removing slate.

ALUMINUM MOP HANDLES

Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn!

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

DAVID LEVOW 308 West 20 ST. NEW YORK
TELEPHONE CHELSEA 3-2400-2401

Home Canvassing Doomed?

(Continued from Page 12)

a legion of cities and one or two state legislatures contemplate Green River legislation. But when the Federal Government is asked to take action, then the seriousness of the situation takes on the blackest of complexion.

As a direct result of the abuses perpetuated by the unscrupulous members of the sprayed mastic field in California, the Federal Government is being asked to review the provisions of the FHA's Title 1. Restrictions of a stringent nature are being proposed to hamstring the Roofing & Siding Industry in particular and the direct selling industry in general.

If you have been complacent to wrong-doing heretofore, stop and ask yourself "How Much Dollar Volume Can I Directly Attribute to Title 1?" A truthful answer to this question will probably be just what the doctor ordered to cure you of complacency, lack of vigilance and lack of understanding.

By now it should be easy to see how " . . . what some guy does up in Fargo, North Dakota" might conceivably put a dealer in YOURTOWN, U.S.A. out of business. And that dealer could be YOU!!!

A long time ago John P. Curran said: "The price of liberty is eternal vigilance." There has been much vigilant action taken against Green River ordinances by trade associations within the Roofing & Siding Industry, such as NERSICA. This action has been in cooperation with trade associations from other fields dealing in the direct selling market place. But further vigilance—constant vigilance—is required.

To learn how the activities of these trade associations have been helping you to keep ringing door bells—to learn why your active participation and help is needed to keep the path to doorbells unshackled and unobstructed — read Article No. 2 in this series appearing in next month's edition of this magazine.

And as a last reminder . . .

Look at the illustration on the title page of this article. That is why we say: DON'T LET THIS HAPPEN TO YOU!

Roll-Forming Machine

(Continued from Page 16)

roofing material, most suitable in this respect.

5. It facilitates rapid snow removal because of the high reflectivity of the sun's rays.

In discussing the use of metal as a roofing material, a Boliton company official stated:

"Twenty years ago, one-third of all roofing was done with wood shingles. Today, the use of wood shingles has dropped to only 11.7 per cent of all roofing.

"The use of metal roofs has risen today to 14.3 per cent of the total, and is constantly on the increase."

How to Substitute Simplicity for "Gingerbread"

The so-called "gingerbread" architecture, prevalent between the 1890s and World War I, has long been out of favor. But the problems resulting from its ornate design linger on.

The fancy porch balusters, the sharply gabled roofs, the carved columns, ornate cornices and other highly decorative trim features just don't fit well with either contemporary or period design. The home owner who decides to modernize one of those houses has problems. Fortunately, there are low cost ways to solve them.

Simplest Solution

Superficial decorations like carved cornices can be removed and replaced with simple, modern cornice boards. Other items like porch columns and balusters can't be easily changed without a major remodeling program. The simplest solution is just to cover them up, if possible and practical.

As a specific example, consider an easy way to hide out-dated porch balusters the way it was done successfully on one house at the same time it was being resided with insulating siding.

First, 2 x 10-inch planks were laid at the top and bottom of the porch rail. On these planks went a frame work of light, no. 2 grade (because appearance didn't count in this case and lower price and strength did) lumber.

Overlap Shingle Pattern

Then the overlap shingle pattern of insulating siding was installed over the framework and around the base of the round porch pillars, hiding the base and making the pillars much less prominent. Quarter round was nailed under the top side of the plank and an inch was left open at the bottom of the rail for drainage.

Economical Re-Siding Plan Extends Life of Old Barn

Old, weather-beaten barns and other farm buildings often can be given a new lease on life by covering worn sidewalls with large sheets of asbestos-cement board, a material that is incombustible, rot-proof and immune to damage from weather and rodents.

MODEL 66-B "KWIK-MELTER" ROOFERS KETTLE

HEATS FASTER! CUTS FLASHING!

New Level Load Running Gear — No Tip — No Spill Trailing!

Here's a kettle that cuts flashing to the absolute minimum—will actually eliminate all flashing if the kettle is not drastically overheated.

The 66-B will stand more heating than any other kettle and yet heat faster.

The new Tansion Spring Action makes fast trailing possible; it is the new Level Load Axle Running Gear that gives No Tip—No Dip—No Spill trailing. Other features of this amazing 66-B Kettle are 9" to 18" Lower Loading Height, Adjustable Tongue, Removable Inner Tank, Anti-Flash Flue System.

Littleford 66-B Roofers Kettle has all the modern improvements for heating Asphalt, Tar or Pitch at lower cost. The 66-B "Kwik-Melter" is the most sensational money saver yet offered to the Roofing Trade. Made in sizes 90, 140 and 200 gal. Make your next Kettle the "Kwik-Melter," the modern Kettle for Modern Roofing.

The 66-B "Kwik-Melter" and the Model 75 Roof Pump make a perfect team. Model 75 pumps Asphalt, Tar or Pitch right up to the Roof—no more hoisting buckets. It's the Roof Pump that acid will not affect. Send for further details.

ROOFERS EQUIPMENT LB SINCE - 1900 LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St. Cincinnati 2, Ohio
2366 N. Damen Ave. Chicago 47, Ill.

Eureka Fiber Glass Mops Slash Labor Costs

Maximum, hot stuff pick up, easy uniform spread means better faster work . . . sharply reduced labor costs . . . more profits for the roofer.

Roofers use the Eureka like a regular yarn mop . . . no need to learn new mopping techniques. It's built to last, too . . . char-proof aluminum sleeves . . . triple wired . . . double nailed makeup . . . it's a quality mop and "Quality Pays for Itself."

Order now or write for free information.

EUREKA MOP CO. 1808 CHOUTEAU AVE. ST. LOUIS 3, MO.

NEWS of the MONTH

(Continued from Page 20)

Gap, Pennsylvania where a new warehouse was recently added.

* * *

American Trade Assn. Execs. Select Chester Kelsey Pres.

The building materials manufacturing industry has been honored by the selection of one of its trade group managers, Chester C.

CHESTER C. KELSEY

Kelsey, as president of the American Trade Association Executives, the professional society of 1,500 trade association directors in the United States and Canada.

Mr. Kelsey, who is manager of the Asbestos-Cement Products Association with headquarters in New York, was elected at the society's 34th annual meeting, held in July in Atlantic City, N. J. It was the first time the post has gone to a building materials manufacturing man.

Mr. Kelsey has managed the asbestos-cement group since January 1, 1948. Most of his business life has been spent in the building industry. He was manager of the A. C. Dutton Lumber Corporation's distribution terminal in New Haven, Conn., and executive vice-president of the National Association of Wholesalers prior to taking his present position. He is a past president of the Connecticut Salesmen's Association, the Northeastern Salesmen's Conference and the Vocational Counseling Service, Inc. During World War II he was a director of the New Haven War Council.

Currently Mr. Kelsey is vice-president of the New York Trade Association Executives, a member of the administrative committee of the National Industrial Council and a member of the panel of arbitrators of the American Arbitration Association.

* * *

U. S. Gypsum Company Elects New VP in Merchandising

Graham J. Morgan, formerly general merchandise manager of United States Gypsum Company, has been elected vice-president in charge of merchandising, it was recently announced by C. H. Shaver, chairman of the board.

Morgan began with U. S. Gypsum in the Minnesota area in 1938. Following extensive sales work, he became assistant to the division manager of the Northwest area; district manager, Omaha area; division manager of the Western Division; division manager of Midwest Division; then merchandise manager of insulation and sound control products. He became general merchandise manager two years ago.

In addition to his present position with United States Gypsum, Morgan is the President and Chairman of the executive committee, Gypsum Association; Vice-President and Director of the Insulation Board Institute, and Director and Chairman of the public relations committee of the Hardboard Association.

* * *

Earl Bennett, Dr. J. N. Roche New Promotions of Koppers Co.

Promotion of two men to positions of increased responsibility in the Tar Products Division of Koppers Company, Inc., were announced by J. C. Macon, Jr., Assistant Vice-President and Manager of the Sales Department.

Earl F. Bennett, former Manager of the Road Materials Section, was appointed Manager of the Road and Building Materials Section, and Dr. J. N. Roche, formerly Technical Assistant to the Division Sales Manager, was named Manager of the Sales Development Section.

Mr. Bennett, who obtained his master's degree in civil engineering at the Massachusetts Institute of Technology, joined

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO. SOUTHBRIDGE, MASS., U. S. A.

26 COLORS

CALBAR CAULKING COMPOUNDS match every building material!

Whether it's brick, stucco, asbestos-cement siding, shingles, metal or wood . . one of the 26 permanent colors of CALBAR Caulking Compound will match or harmonize perfectly! Non-hardening, non-staining CALBAR is easier and faster to use . . complies with Federal and ACPA specifications.

write for details and prices

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26 N. Martha St. • Phila. 25, Pa.
SEE OUR CATALOG IN SWEET'S

Koppers in 1949 after having had broad experience in road and bridge engineering both with the U. S. Engineers and with private engineering firms.

Dr. Roche received his Ph.D. at the University of Pittsburgh and became affiliated with the Company in 1929 as a member of the Tar Products Division's Technical Department. He has had wide experience in sales and development work.

New Pres. of Florida Roofing Sheet Metal Contractors Assn.

Left, Steve Raymond of Giffen Industries of Coral Gables, Florida, who is the new President of the Florida Roofing and Sheet Metal Contractors Association, and Howard Carpenter of Carpenter Sheet Metal & Roofing of West Palm Beach, the retiring president, taken at the Convention in West Palm Beach recently.

George M. Brown of Certain-teed Products Corp. Dies

Mr. George M. Brown, founder of the Certain-teed Products Corporation, died during the month of August at the age of 86. Mr. Brown had been prominent in the roofing industry since 1898. During the 90's he formed and later sold the Readyrock Asphalt Roofing Company. For a time Mr. Brown was associated with Joseph S. Cullinan who later was the founder of The Texas Company. The word "Texaco" was first used by Mr. Brown as a trade name for the products that he distributed under a contract with The Texas Company. Mr. Brown was the first president of Certain-teed Products Corporation.

He subsequently became Chairman of the Board and held this position until his retirement in 1936. He was credited with important financial assistance in the organization of the American Legion in its St. Louis caucus in 1919.

"Twenty-fivers" Feted in 66th Anniversary of Ruberoid Co.

Employees in all plants and offices of The Ruberoid Co. throughout the country observed the company's 66th anniversary on October 20 by paying special tribute to a group known as the "Twenty-Fivers," composed of 391 employees having continuous service records of 25 years or more.

At the company's main offices in New York the occasion was marked by a luncheon given by Herbert Abraham, president, for twelve members of the "Twenty-Fiver" group

DOUBLE *Your Output*

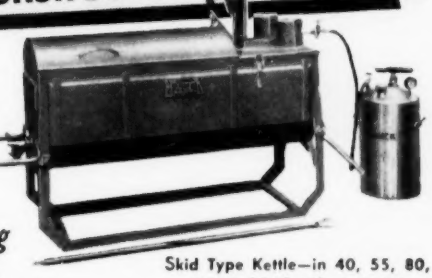
with SPEED-MASTER

THE KETTLE WITH FLASH-PROOF FLUES

Trailer Kettle on Pneumatic Tires
Solid Rubber or Steel Wheels—
in 55, 80, 115 and 165 gals.

Easiest to Clean • Cheapest to Operate
Best Construction

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, *and cuts fuel, labor, melting, and cleaning time in half.*



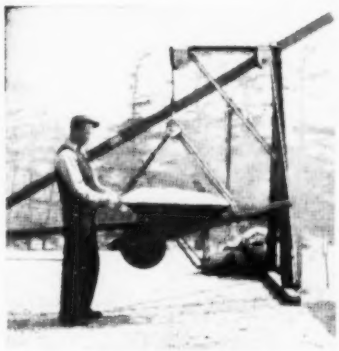
Skid Type Kettle—in 40, 55, 80, 115 and 165 gals. capacity.

Check These Outstanding Speed-Master Features

- ✓ *Internal Tube Heating for faster melting and easier cleaning.*
- ✓ *Improved Well Type Kerosene Burner for horizontal firing and close flame control.*
- ✓ *Available also with L.P. gas burner.*
- ✓ *Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.*
- ✓ *All Insulated Kettle for comfortable operation.*
- ✓ *Quick-Delivery Cock for faster draw-off.*
- ✓ *Other Hauck Features: Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs, etc.*

Write for Bulletin 1058B

HAUCK MANUFACTURING CO.
103-113 TENTH STREET • BROOKLYN 15, N. Y.



CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

BEACON SALES COMPANY
50 WEBSTER AVENUE
SOMERVILLE 43, MASS.

PAT. NO. 2299480

TARZAN

ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4056 GEORGIA

LOW COST HOIST
Easily mounted on any ladder

manufactured by
REIMANN and GEORGER
69 NO. DIVISION BUFFALO 3, N.Y.

who are located there. Among the guests were three men who became "Twenty-Fivers" during the past year—Frederick E. Byrnes, vice-president in charg of industrial relations; E. J. O'Leary, vice-president and general sales manager, and Harry E. King, manager of industrial and asbestos fiber sales. Similar gatherings, arranged by division managers, were held at all Ruberoid plant and office locations.

In connection with the anniversary observance, an illustrated folder, entitled "Building Better For America," was distributed to all employees. Among other features the folder presents the highlights of the company's history since 1886, when it was first established in a small plant at South Bound Brook, N. J., with a total working force of only 18 men. Today the Ruberoid manufacturing system comprises fifteen modern plants located in different parts of the country and employing approximately 5,000 persons in the manufacture of asphalt and asbestos building and insulating materials.

Wheeley New South. District Sales Manager of Koppers Co.

Promotion of B. Otto Wheeley to the position of Southern District Sales Manager for the Tar Products Division of Koppers Company, Inc., has been announced by J. C. Macon, Jr., Division Sales Manager.

B. OTTO WHEELEY

Mr. Wheeley, who has been Assistant District Manager, with headquarters in Birmingham, Ala., succeeds F. G. Owen, who died June 21 after a long and prominent career in Birmingham industrial and civic affairs.

A native of Lafayette, Tenn., Mr. Wheeley was graduated from the University of Tennessee with a Bachelor of Science degree in Chemical Engineering and joined Koppers in 1943 as a cadet engineer. In the 10 years since then, he has been promoted consistently, being an administrative assistant, assistant to District Manager and Assistant District Sales Manager.

He is a member of the National Sales Executive Club, and the American Institute of Chemical Engineers.

In his new position, Mr. Wheeley will have charge of sales of all the Division's products in 10 Southern states. Major products of the Division are hot and cold applied protective coatings, roofing materials, road materials and coal-tar chemicals.

The Flintkote Co. Names Cubberley Research Director

The Fintkote Company announced recently that R. H. Cubberley, formerly assistant research director, has been named director of research for all divisions of the company. His office will be located at the Flintkote Research Laboratory at Whippanny, New Jersey.

Mr. Cubberley graduated from the University of Pennsylvania in 1923. In 1930, the year he joined Flintkote, he was awarded a Ch.E. degree. His first assignment with the company was in manufacturing control for the industrial products division.

From 1931 to 1935 he was chief chemist at the New Orleans plant, and in 1935 he was transferred to the company's Rutherford, New Jersey research laboratory where he was section head for the industrial products division. He helped to expand the product line for this division, worked on research for the building materials division, and was technical advisor for many Flintkote applications in customer plants.

In 1948 he was promoted to assistant research director and worked on product development and research for all company divisions.

Mr. Cubberley lives in Morris Township, New Jersey. He is a member of the American Society for Testing Materials, the American Chemical Society, Alpha Xi Sigma Fraternity, the Asphalt Tile Institute, and the New York Rubber Group.

NBMDA Convention Features Dealer-Distributor Problems

A varied program for building material distributors will be presented at the Annual Meeting of the National Building Material Distributors Association, according to R. R. Maylone, President, Saltpoint Supply Corporation, Syracuse, New York and Chairman of the Program Committee.

The Convention will be held at the La Salle Hotel, Chicago, Illinois, on November 12 and 13, for building material distributors. The theme of the Convention will be related to "Current Dealer-Distributor Problems" with a Panel Discussion including the following: W. H. Badeaux, Secretary, Northwestern Lumbermen's Association; Findley M. Torrence, Secretary, Ohio Association of Retail Lumber Dealers, and R. A. Jones, Executive Vice-President, Middle Atlantic Lumbermen's Association. Jack Parshall, Editor of Building Supply News will act as Moderator.

The Convention will, also, hear H. W. Prentis, Jr., Chairman of the Board, Armstrong Cork Company, who will speak on "Current Problems of the Efficient Wholesaler" on the same day.

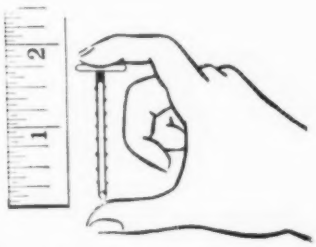
Long Term Contract Signed With Reynolds Aluminum

Seymour S. Rosenhouse, Secretary of the U. S. Aluminum Siding Corporation, have announced the signing of a large volume long term contract with Reynolds Aluminum to guarantee supply and quality to their Everlum Dealers all over the U. S.

Kinks and Short Cuts

Use Right-Length Nails

Nails are important in applying roofing material. If nails are the wrong kind or the wrong length, the roofing will not be held securely on the roof deck and can be more easily damaged by wind.



For asphalt shingles, the most widely used roofing material for homes, barbed nails with large heads are recommended. They must be long enough to penetrate the roofing material and then go ¾ inch into the deck sheathing.

For reroofing, when the economical method of applying asphalt shingles on top of the wornout roofing is used, nails should be 1¾ inches long.

* * *

Don't Climb On Roof To Look For Leaks.

Walking on an old roof to look for leaks often results in starting them. A better way to inspect a roof is to examine the underside of the roof deck after a rain, searching for wet spots or discoloration. If you find leaks in an old weathered roof, it's an indication that reroofing is needed. Patching an old roof is almost always futile. In reroofing, asphalt shingles generally are applied on top of the old material. This saves the expense of tearing off the worn roofing and its insulation value is retained.

* * *

'Blind' Application Of Roll Roofing Conceals All Nails

Asphalt roll roofing, often used for garages, farm service buildings, and other utility structures, can be applied so that all nail heads are concealed.

"Blind nailing" is an excellent method of application wherever roll roofing is used and is particularly recommended for use in windy areas. Where

You make more 3 ways!

1. Now You Can Spray Faster Than Ever Before!

With "Barrel-to-Roof" Versatal Equipment you can pump from the original container, through as much as 300 feet of hose, direct to the point of application—no transfer of material, no hoisting. Here is a real step-up in time saved!

2. Save 72c Labor Cost on Every Square!

Alemite Versatal Equipment allows the roofer to use a light 5 foot spray head and flexible hose. Gone are the days of carrying materials by hand, messy buckets, spreaders. Now you can do the job faster, better, and more profitably!

3. Far Safer Working Conditions!

No burns are possible when you spray cold applications with Versatal Equipment while drums and compressors stay on the ground—eliminating the hazard of falling materials.

For complete information, call the nearest Alemite distributor, or write direct to Alemite, Dept. A-93, 1830 Diversey Parkway, Chicago 14, Illinois.

A PRODUCT OF SW SERVICE ALEMITE Versatal SPRAY-PUMP EQUIPMENT

CONDENSATION

GETS THE AIR WHEN YOU INSTALL

MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.

Nixalite
TRADE MARK

NO BIRD SPATTER

Inconspicuous-Lasts Indefinitely-No Maintenance

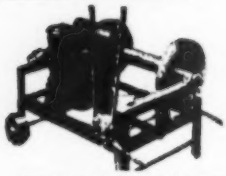
Write for illustrated "Know How"

Manufactured by

NIXALITE COMPANY OF AMERICA

115-119 WEST THIRD STREET
DAVENPORT, IOWA, U.S.A.

KING PRODUCTS FOR ROOFERS



Model 340 Hoist

Model 340 Portable Roofer's Hoist

Equipped with 5 H. P. Briggs & Stratton or Wisconsin Engine. Capacity 400 lbs. at 300 fpm. One man operated. Weight only 240 lbs. Send for details on other models.

King Hoisting Wheels

ALUMINUM ALLOY – light, strong sheave. Cadmium plated steel frame. Two ball bearings. Double grooved. One year guarantee.

CAST IRON – Gray iron concentric sheave. Welded steel frame. Roller bearing. Drop forged swivel hook.

King Safety Hooks

Pail or bucket cannot come off hook – bail hooked on or unhooked in a jiffy. Cold drawn steel.

KING MANUFACTURING CORP

3147 W. Chicago Ave., Chicago 22, Ill.

one strip of roofing laps another, the edge of the bottom sheet is nailed to the roof deck while the overlapping edge of the top sheet is cemented with quick-setting asphalt cement. Full instructions are included in packages of roofing material.

Installs TV Antennas

(*Continued from Page 13*)

his own house from top to bottom, and going hunting for deer and bear in the north for a month each winter. Last is the problem faced by all roofers, that of finding and keeping dependable help.

He thinks he has found the balance to keep him happy and busy, fair weather and foul. In the New England region of small homes and peaked roofs, with the added requirement of high antennas for television reception (no big-city rabbit's ears will serve), he has plenty of shimmying to do under the sun. The windstorm of 1950 gave him 40 wood shingle-patching jobs in a single day, and his son, Andrew Jr., then 19, replaced 67 antennas in two weeks. A dry spell such as the recent one will alert him for a number of repair jobs after the first rain, as the wood shingles crack after long drying. More and more wood shingle roofs are being replaced with fire-resistant roofing. Repko is proud of his "Certified Home Improvement Contractor" card, and the status of credit, workmanship, and dependability that it symbolizes.

Masters TV Repair

In "indoor work time" of which there is so much in New England, Repko masters television repair problems and the details of his new "white goods" sideline, recently added to help keep Mrs. Repko busy "in her spare time." Repko came in from a morning on a roof and did not change from his work clothes for our interview or for his afternoon trip to Newburgh to pick up a shipment of refrigerators and stoves. He has found that the Repko reputation brings people to deal with him in other lines besides roofing. He bought the corner property at 111 Westville Avenue six years ago, after renting it since 1931. The corner store, connected by a passageway to the Repko dwelling, now handles the roofing office, the television repair shop, the appliance display, and, of all things, a soda fountain

TRINIDAD
Natural Lake
ASPHALT

in wood barrels and metal drums for mastic and roofing.

Barber Oil Corporation
30 Rockefeller Plaza
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USE KOKOMO KORNERS

For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.

Write For Descriptive Literature

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Subscribe Today to AMERICAN ROOFER & Siding Contractor

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Please enter my subscription to AMERICAN ROOFER & Siding Contractor, at $3.00 for one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

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Position .....

Company .....

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City ..... State .....

which is all that is left of a war-time grocery and patent medicine enterprise.

The liaison officer in these operations is Mrs. Repko, an easy-going and straightforward person who says, "It's a cinch, now that the kids are grown up." (The youngest of the four daughters is six; the eldest, Helen, 20, is a student at Danbury State Teachers College, studying to be a child psychologist, but spending the summer teaching sewing at the local Singer store.)

Depression Days

It was not always a cinch for the Repkos, who become serious when they think of the $3.50 a week they received from the town for groceries during the depression 20 years ago, or the three days a week Andrew used to work on the roads at $3 a day just before he tried roofing 18 years ago. He borrowed his father's ladder and some nerve, and he was in business. "And the first job I did is still in perfect shape. Here's a picture of it!"

A factor in the Repko plans is Andrew junior, now 22, who had just returned to his naval hospital ship in Korean waters after a 30 day leave at home. When his enlistment in the Navy is over in two years, he expects to join his father putting roofs and antennas on the houses of Danbury and vicinity.

"Success Is Work"

"Success is a lot of work, day and night," is Andrew Repko's definition. He goes canvassing and giving estimates on Sunday afternoons and weekday evenings, 4 to 8. He tries to sell the need for the job, dependability, and fair price, not any special kind of job. He finds that once you convince people to start the work, they know pretty well what they want. When people say they're not ready to have a job done, their names go down into a little black ledger-and-date book for another visit in the spring. After a winter with an untrustworthy roof or wall they are more likely to talk business with the contractor who is there bright and early. FHA financing is the usual thing to help them carry the expense.

"People are pretty decent, and if you're slated to put on some siding, the man will usually consent to have you run off to do an emergency roofing job, which is usually more urgent." Repko answered a question as to how he managed when the work piles up. His

PORTABLE!—YET LIFTS 650 LBS. AT 150 FEET PER MINUTE

● How's this for speedy, money-making hoisting? Your American Utility Hoist rolls on to the job like a wheelbarrow. Put a plank in the slotted frame, weigh it down . . . then lift roofing, nail kegs, any load up to 650 lbs. at 150 fpm . . . or lighter loads at speeds to 500 fpm., with optional gearing. Developed by world's largest makers of hoists, especially for roofers. Write for literature, or contact your distributor.

AMERICAN HOIST & DERRICK CO.
ST. PAUL 1, MINNESOTA

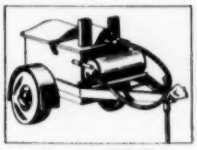
AMERICAN UTILITY HOIST

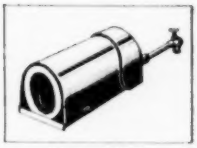
MATT
TIME SAVERS THAT CUT COSTS for the Wise Roofer

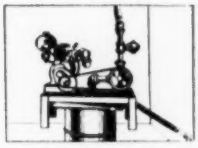
Did you ever stop to realize that you can SELL MORE profitable jobs —and DO MORE profitable jobs when you are equipped with the right tools! Matt was the first to offer a full line of needed equipment to save valuable man hours and reduce the hard manual labor of mop pushing and bucket carrying. This equipment is waiting to go to work for you. Our shop is working day and night to fill orders. Get yours in now and be ready for the big roofing season.

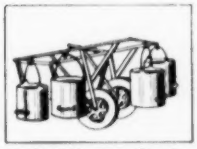
Place your order today—for early delivery

MATT COIL-LESS BURNER CO.


Money-Making Heat-Hold Kettles


Famous Matt Coil-Less Burner


Hot-Stuff Roof Pump for Big Jobs


Hot Stuff Carriers, Buggies and Insulation Carriers

4015 WEST LAKE STREET
CHICAGO 24, ILLINOIS

ROOFING YARN
ALL TYPES—Several Grades

Cut Lengths
(As illustrated)
•
Roofing MOPS
(Complete with handles)
•
TOP QUALITY
•
Reasonable Prices
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Immediate Shipment
WRITE TO
JOHNSON PRODUCTS CO.
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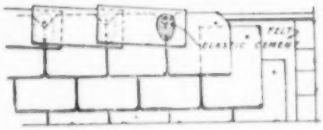
Manufacturers of Nationally Known JOHNSON Brooms & Mops

WEATHERING GREEN
VERMONT'S MOST POPULAR
ROOFING SLATE

Lowest in price—longest lasting. Commercially known as "Sea Green," Weathering Green is grayish green when first quarried. After exposure to the elements portions will gradually change to buffs or tans, giving variety and interest to the roof. This change in no way affects durability of the slate. Roofs of Weathering Green have been on a hundred years. Vermont's Best Value.
Quarried in smooth and rough texture and in 3/16" to 1" thicknesses, lengths 24" to 10", by random widths. Order in any one size and thickness.
Before You Place Your Vermont Slate Order, Check Prices With Us:
Folder, FREE, On Request
EVERGREEN SLATE COMPANY, INC.
GRANVILLE, N. Y.
Since 1916, quarriers of Vermont Roofing Slate in all colors.

helper, Frank Wilcox, has been with him since he got out of the Navy several years ago, and is a blessed combination of a man who is always there when you need him, but who, being single, is just as pleased with a couple of days of free time when work is slack.

Mrs. Repko sums up her husband's methods as follows: "He won't put in two nails where he needs six, and he'll wait another half day until he's sure a roof is dry before he goes to work on it."

After damaging windstorms, Repko gets additional work from local insurance companies. He gives estimates of damage incurred, and then does the work himself when requested, or tells what the home-owner is entitled to when the latter wants to do his own repairs.

The house close-up to the store, an old fourteen-room structure with three small apartments in addition to the Repko residence, was in the throes of remodeling. Repko was proud of his own tiling in bathrooms and kitchen, and his flagstoning and wall paneling in his patio, overlooking a broad lawn on which his own and the neighbors' kids were playing croquet. "I'd like to go on this way," he said. "Roofing is my hobby. It's outdoor work, and it's good to go through the countryside and see parts of your handwork wherever you go." Repko feels as firm as his workmanship these days.

1953 Modernizing Dollar Buys Lot Of Livability

Although the home buyer of 1953 may look with envy at his friends who bought or modernized homes at pre-war price levels, he often overlooks the fact that the materials he buys today are greatly improved over their pre-war counterparts.

The Home Modernization Institute recently reported that "it's true the home owner must pay on the average of 100 per cent more for materials and labor than in 1939, but the same materials have 50 per cent more value in them than in 1939. Consequently, he's suffering only a 50 per cent loss whereas the over-all cost of living has risen almost 100 per cent.

Modernization Ups Value

"Furthermore, every dollar spent on home modernization in the past five years has increased home value an average of $2.50. Even at today's prices, building materials properly installed represent a real bargain.

"The key to the improvement in materials lies in the fact so much of the work is done before the materials are delivered to the home. It's been done with methods that save time and by specialists who get the maximum benefit from their raw materials.

"These materials have been 'prefabricated' in the true sense of the word, that is, partially or wholly completed before delivery at the home. Prefabrication applies to such procedures as the mass buying and precutting of lumber either at the lumber yard, in a factory or in a contractor's own mill rooms. It also applies to windows, kitchen cabinet——copy missing which are mass-produced as standard units at a saving to the home owner.

Come Already Finished

"Many of the new exterior siding and interior wall materials also are 'prefabricated.' They come already finished or partially finished and in large sections that can be installed quickly without the need of special skill or expensive tools.

"Insulating siding, for example, requires no painting or staining once it is installed on an exterior wall. Weather-resisting mineral granules have been added to the siding at the factory in any one of several attractive colors and designs—brick, stone, shingle. This siding combines in one material what formerly took two or three. It insulates, decorates, and adds strength to the wall.

Four Interior Materials

"There are four major interior finishing materials that offer the advantages of pre-fabrication — plywood, fiberboard, hardwood and plasterboard. From this range of materials, the home owner can select one with all the benefits he wants. Both hardboard and plywood can be obtained plain or decorated. Plasterboard needs to be finished but it has a high fire proofing rating. Although fiberboard is usually supplied without decoration, it can be left plain and combines the multiple benefits of lightweight, insulation, and soundproofing.

Electric Shock

(Continued from Page 18)

wet through perspiration, a bath, or a drenching rain. Under thoroughly wet conditions, the resistance of the skin may fall to as low as 1/100 of its dry value.

Roofers are exposed to many low-voltage hazards: defective portable lights; defective electric cords which render metal objects alive; open switchboards and fuse boxes which were used in older installations and are open to low-voltage shock and flash burn; improper fusing; and defectively built electrical equipment.

High-Voltage Hazard

Most contacts with high voltages result in serious injury. In the range from 1,000 to 7,500 volts almost every contact with current will cause non-breathing shock condition. Still half of these can be revived if artificial respiration is promptly started. Circuits of more than 7,500 are a hazard even without contact since the electric current is able to jump a gap in this volt range.

Recently high-voltage accidents have been described where men came in contact with conductors carrying 45,000 to 50,000 volts. Artificial respiration had to be carried out for a long time, and some of the men got well again.

Precautions Against Electric Shock

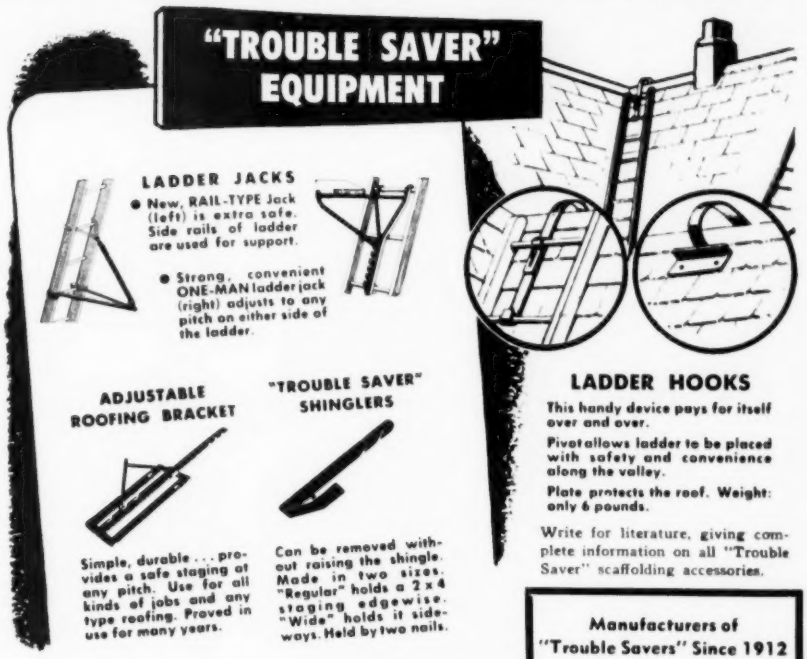
The possibilities of precaution against electric shock have been described frequently. Never touch a swinging wire; it may be crossed with a "live" wire somewhere along the line. If you are working near a wire which dangles loosely, snub it in a safe place with rope until ready to connect it.

Don't use electrical equipment that has the insulation broken or that is "shorted." It should immediately be repaired or replaced. Don't rescue a victim from contact with a live wire unless you are well trained in electrical matters. If a switch is near, turn off the current, but don't spend valuable time in looking for the switch. Have someone telephone the power company to shut off the current.

Use a long dry stick, dry board, dry rope, dry clothing or a rubber stick to remove the wire from the man or the man from the wire. You should stand

Money-Makers for Contractors...

"TROUBLE SAVER" EQUIPMENT



Write for literature, giving complete information on all "Trouble Saver" scaffolding accessories.

Manufacturers of "Trouble Savers" Since 1912

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For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

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Tested Quality for over 100 Years

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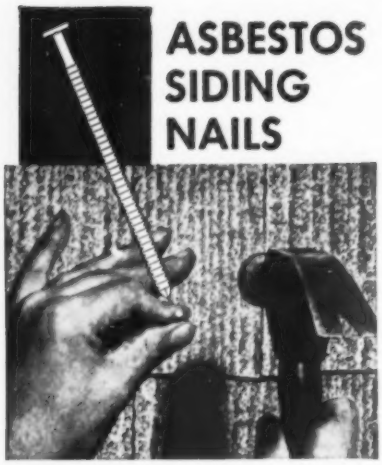

Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1¼", 1½", 1¾" lengths. Advise quantities. Prompt shipment.

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on a dry board, or other dry material or use rubber boots. Don't use your hands without protection. Even rubber gloves may not be safe. Electrical workers for live work use "hot-line tools,"—tools mounted on long handles made of insulating material. They are so designed that most work can be done with them at a safe distance from the hot line.

Recently a roofer who had touched a live wire, after an electric shock was unconscious for about 40 minutes. During the whole time artificial respiration was carried out, and he received several injections of coramine, a heart-stimulating drug. He had to stay in bed for a few days, but recovered without any lasting damage.

First Aid After Electric Shock

After an electric shock start artificial respiration immediately. Stiffening of the body is no sign for ceasing artificial respiration. Sometimes 3 or 4 hours of artificial respiration are needed before success can be seen.

A new and better way of artificial respiration has now been approved by many important organizations, among them the American Medical Association and the American National Red Cross. The new method, modified after its inventor, the Danish swimming coach Nielsen, is called the Back-Pressure, Arm-Lift Method. Here are some directions.

1) Place the victim in the face down, prone position. Bend his elbows, place his hands one upon the other. Turn his head to one side, placing the cheek upon his hand.

2) Kneel on your right or left knee, or both, at victim's head, facing him. Place knee at the side of victim's head, close to forearm. Place the opposite foot near the elbow.

3) Place your hands upon the flat of victim's back; heels of hands lie below a line running between arm pits, with tips of thumbs touching, spread fingers downward and outward.

4) Rock forward slowly, keeping your elbows straight, until your arms are nearly vertical, thus exerting steady downward pressure. This forces air out of the lungs.

5) Now rock backward, releasing pressure. Place your hands upon victim's arms, just above his elbows, draw his arms upward and toward you. Continue to rock backward. As you rock backward the victim's arms will be drawn to you.

Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at $4.95.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work, by William Nuebecker. 360 Pages, 430 illustrations, $3.25. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages. $25.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith. 134 Pages. $1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. $5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT
AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

6. As you rock backward — not bending your elbows — the victim's arms will be drawn towards you. Then drop the arms gently to the ground.

This completes the full cycle. Now start over with step (1). Repeat the full cycle about 12 times a minute at a steady, uniform rate. Artificial respiration, until natural breathing is restored, may take 4 hours or longer. "Save the seconds and save the lives" is an effective slogan used in the Life Saving Service. When artificial respiration has to be carried out for a longer time, it will be necessary to alternate between first-aiders.

Siding Sales for 1953 Running Far Ahead Of 1952

Sales of insulating siding during the first quarter of 1953 were 40 per cent higher than for the same period in 1952, according to an estimate by the Insulating Siding Association.

Three factors were cited as responsible for the increase in sales—the open winter in many sections of the country which permitted an above-average amount of construction and modernization work; the increased tempo of home modernization work, now proceeding at a $4 billion-a-year pace; the fact that insulating siding, with F.H.A. acceptance, is now going on more new homes than ever before.

How Savings Adds Up With Proper Insulation

Of interest to mortgage lenders in evaluating risks is the role of proper insulation in the economical operation of the average home.

Calculations based on a five-room-and-bath house in the Housing Research Area at Purdue University, showed that the average annual fuel oil savings, using four-inch mineral wool insulation in the ceiling and 3⅝-inch mineral wool in the sidewalls, would amount to about $72.84 per year.

In the course of 20 years, this saving would total $1,456.80, far more than the original cost of insulation.

In the same length of time, an investment at 4 per cent of an amount of money-equivalent to the cost of the insulation would bring in only $297.50, if compounded annually.

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We will be glad to submit prices.

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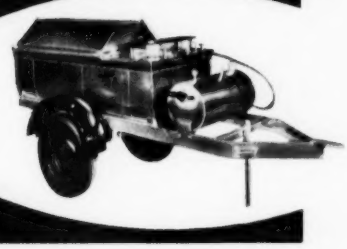

Smart roofers know how Aeroil Heet-Master Kettles pay off. New patented heat riser delivers hot stuff more quickly than conventional kettles, giving the roofer immediate savings in time and manpower. Nobody "stands around" waiting for hot when Heet-Master is on the job. Fuel savings are big too, because Aeroil Heet-Master Kettles are FULLY INSULATED. Sides, bottom and ends are completely covered with heavy compressed rockwool; keeps the heat inside, cutting costly heat losses. Perfectly balanced running gear and complete splash guards eliminate the tip and spatter of fast trailing. You know without a doubt when you buy Aeroil you have purchased the standard of the roofing industry. Not a better kettle made . . . at any price.

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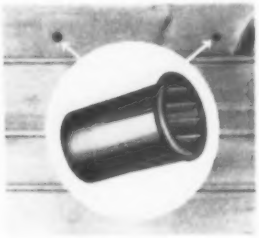
"YOURS for the ASKING"
Free Literature—
See Page 6

What's New

(Continued from Page 22)

escape and thus protect the paneling. They are made of brown plastic and fitting flush with the surface, they have the appearance of additional knots when used in knotty pine and blend nicely with any other wood finish.

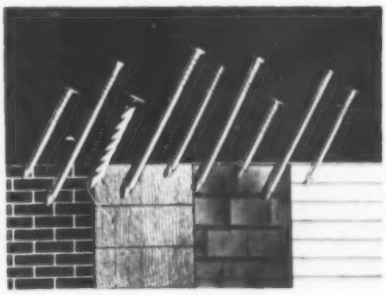


They are easily installed in either new construction or existing walls, merely drill a three-quarter inch hole and tap in place. The number required and their location will depend on the construction and whether the furring strips run vertical or horizontal. They should be located so as to provide complete ventilation between each pair of furring strips.

* * *

Aluminum Nails

A complete line of aluminum nails for architectural and general use is now being marketed by the Townsend Company. All standard sizes and shapes are included in the "Stain-free" group to provide proper selection for shingles and sidings of wood, aluminum, asbestos, or any composition material.



The use of Townsend Stain-free aluminum nails eliminates the possibility of rust stains on exterior walls and does away with the expense of puttying nail holes as well.

In addition to supplying aluminum nails in fifty pound bulk cartons, Townsend is packaging the entire line by size and number required to do a specific job which adds convenience and economy in buying.

Distributors and dealers are being established in principal markets, and the new line will be promoted by a well-rounded merchandising program.

* * *

Wide Corrugated Aluminum Sheets

Availability of new, wider corrugated aluminum sheets for roofing and siding, and also, wider industrial corrugated sheets has been announced by Reynolds Metals Company, through its Building Products Division. The new sheets are 48 inch wide, as compared to a 26-inch width for roofing and siding sheets formerly available, and a 35-inch width for old-type industrial sheets. The company says that these wider sheets require fewer side laps, making possible a significant saving in metal area ordinarily used in side laps.

With 26-inch roofing and siding sheets, 13 percent of the sheet area is used in making side laps, but with the new Lifetime 48-inch sheet, the side lap is reduced to 6.5 percent—a saving of 50 percent. And, since the 48-inch corrugated roofing and siding is approximately 87 percent wider than 26-inch corrugated, handling is cut in half. This, the company points out, results in great savings in time and labor, helping to cut installation costs to a minimum.

With the new 48-inch industrial corrugated sheets, side laps take 30 percent less metal, 30 percent fewer fasteners, and there are 30 percent fewer sheets to handle. The company says that with the new stipple-embossed finish on industrial sheet, the wider-spaced laps tend to disappear, making a handsome, uniform textured effect.

The wider roofing and siding sheets are available in .019-inch (U.S. Std. 26 Gauge) and .024-inch (U.S. Std. 24 Gauge). The sheets are embossed for greater beauty and rigidity, for better diffusion of reflected light and reduction of the possibility of surface scratches.

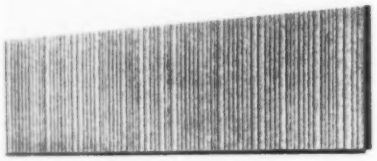
The industrial sheets are available only in .032-inch (22 U.S. Std. Gauge), and come in lengths ranging from five to 12 feet, with special lengths cut to order subject to inquiry. The material's weight is 56 pounds per 100 square feet of formed sheets.

* * *

Color Line Siding

The latest thing in Insulating Siding is the new Flintkote Color Line Siding.

Embossed with handsome striations which completely conceal vertical joints, this new siding—because of its dark color striations and contrasting background—gives a truly two-toned effect when applied.



Color Line Siding is produced in four eye-catching color combinations — Color Line Gray, Green, Red and Brown. In the Midwest, Color Line is manufactured in Narro-Lap widths, and in the East, it is available in Shake size. These modern siding panels are ship-lapped on all sides with edges painted and coated.

* * *

Batt Blankets

The Philip Carey Mfg. Company, has developed and is now producing Fire-Guard Batt Blankets it was announced recently.

Fire-Guard Batt Blankets are encased

with Fire-Guard vapor barrier on one side and a special flame resistant paper on the other side, thus producing a completely enclosed Blanket.

A new and improved Rock Wool fiber and a new method of felting those fibers

into a super-thick Blanket results in a product with greater resilience and more compressibility. By packaging the Blankets 50 square feet per bag Carey has reduced necessary inventory space 25%.

Underwriters' Laboratories, Inc. has awarded this product their label of approval, and each Blanket is imprinted with this information. Fire-Guard Batt Blankets are furnished super-thick, 15" x 48", 10 pieces, 50 square feet per tube bag. Nailing flanges are 1½" wide, double thick and strong.

Siding Sampler

(*Continued from Page* 15)

it by tape or thumb tacks to exterior sidewall, the salesman can quickly show his prospect a preview of what the siding will accomplish in the way of remodeling exterior sidewalls.

NERSICA Western Show

(*Continued from Page* 19)

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Keystone Alloys Co.
Kirby Industries
Koolvent of Calif., Inc.
Lyf-Alum, Inc.
Metal Tile Products, Inc.
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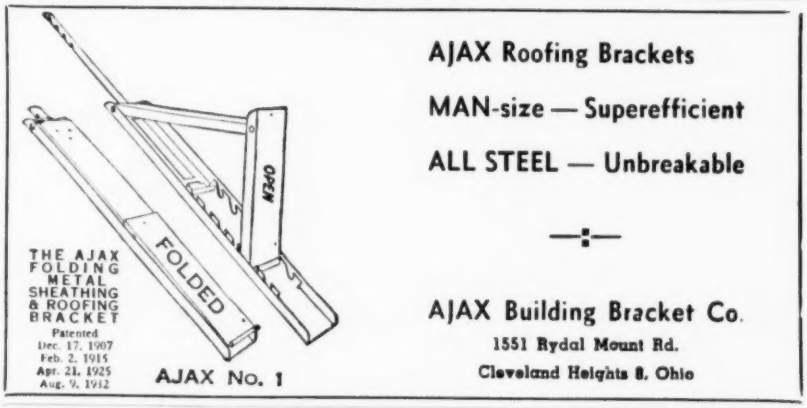
Perma-Side Company
Roliton of America, Inc.
United States Gypsum Co.
Wallbestos Supply Co. (Ruberoid)
Yancey Co.

New Laboratory Tests 'Weathering' Of Home Materials

A new $30,000 laboratory at the National Bureau of Standards in Washington is being used to test the durability of building materials intended for exterior use.

Ten "weathering" machines are used to expose asphalt shingles and other



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products to controlled cycles of artificial sunlight, heat, and water. In addition, the bureau employs 3,000 outdoor test panels for study of materials under actual conditions of use.

Research results are turned over to material manufacturers. They use the information, in conjunction with their own research data, to maintain and improve a high standard of quality.

Cloak 3rd Church In Asbestos After Flames Take Two

Fire-conscious members of the Wilsonville Methodist Church were pleased to learn that the building committee had chosen asbestos siding for their new church building. What they liked best about it is that asbestos won't burn. You see, this is the congregation's third church; the first two burned down.

The new building also has incombustible roofing. With these precautions, the members believe, the third time will prove a charm and the church will be around for a while.

Mineral Wool Pays For Itself

The average house can be insulated with mineral wool within two days. And it is possible to pay for the cost of the improvement in two to five years through annual savings on fuel bills.

Nailing It Down

(Continued from Page 8)

aspect of our operations a black eye.

Policing, as we said in the June issue, is essential. Cooperation with regional and local Better Business Bureaus is important. But without limiting the necessity for the first two, it is essential that contractors be not demoralized by the competitive influence of an unscrupulous operator, that they work with fellow contractors in groups, and through associations to nip any such tendency in the bud. FHA Title I underwriting has been for almost 20 years the greatest boon of the home modernization industry, it is bound eventually to be answerable to the people. For this reason when rackets such as those exposed on the West Coast become widespread, the risk that this government-sponsored operation will be dropped becomes very great indeed.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of $3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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ROOFING — SIDING — WHOLESALE — Retail sales contractor. 1952 sales $60,000; advertised brands; complete work shop; warehouse, office; lease $125; heavy stock; priced right. Apple Co., Brokers, Cleveland, Ohio.

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1-54

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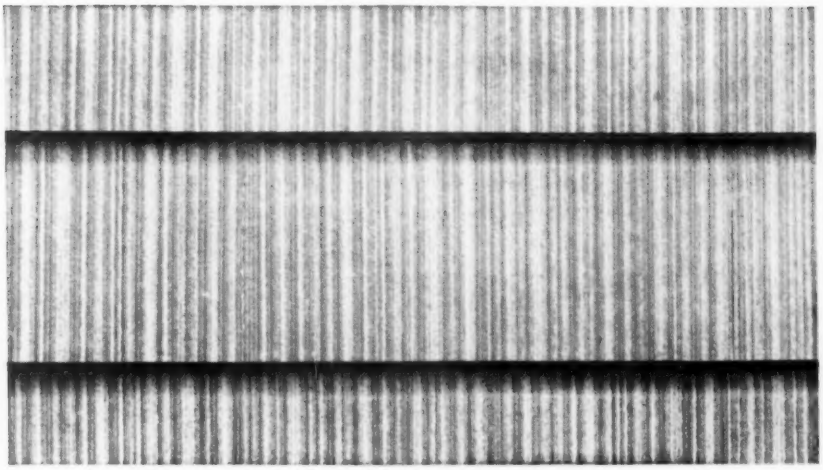

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in colors that resist time and weather

When you recommend and sell color-sealed Careystone asbestos siding, you're in for compliments instead of complaints.

Buyers like the wide choice of fresh, new pastel colors that resist fading, blooming, discoloration. They like the striated vertical texture lines, too . . . and the freedom from painting and other maintenance. And *you'll* like the way Color-Sealed Careystone builds goodwill and profits.

The Color-Seal process, exclusive with Carey, welds a tough, armor-like seal over the entire weather side. Water repellent, highly resistant to soiling, this seal actually enlivens the color and protects it from fading.

You can guarantee Careystone rotproof, termiteproof and incombustible as well. It's made of asbestos and cement . . . never needs preservative treatment of any kind, won't warp or blister.

Color-Sealed Careystone blends with any architectural style, is easily applied to new homes or old, using face nails, or by the Carey Shadow-line channel system. For complete information about this profit-maker, see your Carey representative. Or, mail us the coupon today.

Color-Sealed Careystone is . . . *made in white and several attractive colors.*

Carey

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"TORTURE TEST"
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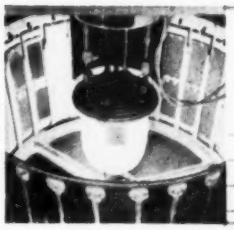

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2. The Carey Shadow-line channel system

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Applied cold to existing surfaces

Fits the job

U. S. PATENT No. 2,503,246

To Mr. Plant Engineer — (Property Owner)

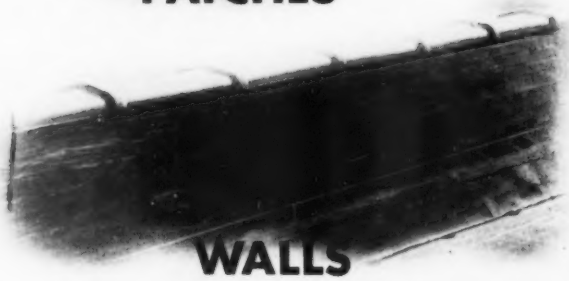
Investigate Addex Roof-Shield . . . a re-roofing specification as modern as your plant and equipment.

Avoid the hazards of makeshift cap sheet and glamorous coating specifcations.

Depend on years of research and millions of square feet of actual application to prove the advantages of advanced asphalt technology.

Prove for yourself that Addex Roof-Shield is the toughest asphalt surfacing ever made . . . that its light weight requires less than half the labor . . . and, that Addex chemically fortified asphalt reinforced with non-rotting Glass-Fiber-Mesh is truly a significant modern maintenance product.

PATCHES



WALLS

BUILDINGS

. . . OR 60 ACRES

PATCHES . . . Breaks in roof deck, flashing or coping can be quickly repaired with Roof-Shield.

WALLS . . . Roof-Shield allows walls to breathe — protects and prevents costly deterioration due to entrapped moisture.

BUILDINGS . . . Apartments, garages, and industrial: Roof-Shield saves maintenance dollars.

60 ACRES . . . Roof-Shield was specified for the Wilkins Air Force Depot at Shelby, Ohio, one of the largest cold process applications in roofing history.

Addex Liquid Asphalt #460, reinforced with a non-rotting glass mesh (as steel in concrete) gives Roof-Shield 10 times more strength than conventional asphalts. Roof-Shield will not crack nor blister.

ADDEX CORPORATION

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